



Prof. Dr. Sandra Bayer

Prof. Dr. Sandra Bayer is Professor for Business Management in the Digital Economy at the University of Applied Sciences in Mittweida and a lecturer at the European Media and Business Academy in Hamburg. As Managing Director of Anker & Alpen Consulting GmbH, she and her team work together with national and international hotel chains and individual hotels in the areas of digitalisation, customer relationship management (CRM) and marketing. After her studies in hospitality management she started her doctoral studies in the field of customer segmentation and worked for leading CRM companies in the hospitality industry in the consulting and software implementation area.

Contact data

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Event

[The Value Of An Automated And Individual Dialogue](#)

Wednesday, March 4, 2020, 11.00 - 11.30

Hall 6.1, eTravel Stage

Official Partner Country
ITB Berlin 2020



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