



Claudia Cramer

Claudia Cramer is a market research enthusiast with more than 12 years of extensive experience in primary market research analyzing consumer behavior around the world. After starting her career at GfK, she developed and led media and advertising research studies as a team leader in the brand & communication department of the Consumer & Retail Sector at TNS Infratest (KANTAR). Since 2016, Claudia is leading the primary market research division at Statista, which supports and consults national and international clients with a compelling set of qualitative and quantitative market research methods. Claudia particularly enjoys client projects answering questions around how macro trends, such as digitalization, change the way consumers and businesses act.

Contact data

Claudia Cramer
Director Market Research
Statista Research & Analysis
Statista GmbH

claudia.cramer@statista.com
<http://www.statista-research.com>



Event

[ITB Market Research: Digital Tourism And The Impact Of Personalization And Individualization Trends On The eTravel Market](#)

Wednesday, March 4, 2020, 17.00 - 17.45

CityCube Berlin, Cube Club

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



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