



Anna Kofoed

Anna is Senior Vice President, Retail for Northern, Eastern, Central and Southern Europe. In this role she works whole - heartedly, together with a team of skilled and enthusiastic experts to deliver on the needs of retail travel agency customers in her region.

Anna's ambition is to drive business results for Amadeus customers by working with them and with partners and colleagues to create a live travel space where everyone comes together to do business - based on the industry's preferred travel platform that enables travel companies to access any content from any provider, via multiple technologies.

Anna is Danish and moved to Spain in the late 90s to set up a subsidiary of Denmark's first web publishing company "Dansk Internet Selskab". She first discovered Amadeus at a tech event in 2001. For someone with an International MBA (Copenhagen Business School) specializing in intercultural management the kind of diversity Amadeus offered was irresistible. She joined Amadeus a few months later and in the 18 years since, she has developed her skills and held various management roles across functions and disciplines from Marketing to strategy, business planning, commercial and most recently she was Head of Travel Content Sourcing in Travel Channels. She still thrives on the diversity and pace of Amadeus as she works with customers and partners to shape the future of travel.

Contact data

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Event

[3rd EDITION: GENDER EQUALITY IN TOURISM: Female Leadership in Travel Technology – why not?](#)

Thursday, March 5, 2020, 13.00 - 13.30

Palais am Funkturm, ITB Convention Awards

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