Organisationsstruktur 2024

VISIT BERLIN

Geschäftsführer
Sprecher der Geschäftsführung
Burkhard Kieker

- Marketingstrategie
- Pressesprecher
- Kulturbeauftragter

- Unternehmensstrategie
- Controlling

Geschäftsführerin
Sabine Wendt

Destinationsmarketing

Berlin Convention Office
- Business Development
- Event und MICE-Content

Kommunikation
- Marketingkoordination
- Presse- und Öffentlichkeitsarbeit
- Digitale Performance
- Content Kreation
- Grafik & Digitale Services

Marktmanagement

Produkt & Vertrieb
- Produktmanagement und -entwicklung
- Pauschalreisen, Gruppen, Einkauf
- Vertrieb Internet
- Key Account Sales
- Berlin Tourist Informationen

Destinationsmanagement & Unternehmensentwicklung

Destinations-management
- Destinations-entwicklung
- Marktforschung
- Nachhaltigkeit & CSR
- Partner Relations

Digitales & IT
- Systemadministration
- IT-Support
- Digitalisierungs-projekte

Administration & Personal
- Personal & Recht
- Zentrale Dienste

Organisational Structure 2024

VISIT BERLIN

CEO
Spokesman for the Management Board
Burkhard Kieker

- Marketing Strategy
- Spokesman
- Representative for Cultural Affairs

- Corporate Strategy
- Controlling

CEO
Sabine Wendt

Destination Marketing

Berlin Convention Office
- Business Development
- Event and MICE Content

Communications
- Marketing Coordination
- Press and Public Relations
- Digitale Performance
- Content Creation
- Graphic & Digital Services

Market Management

Product & Sales

- Product Management & Development
- Package Travel & Purchasing
- E-Commerce
- Key Account Sales
- Berlin Tourist Infos

Destination Management & Corporate Development

Destination Management
- Destination Development
- Market Research
- Sustainability & CSR
- Partner Relations

Digital & IT
- System Administration
- IT-Support
- Digitisation Projects

Administration & Personal
- Human Resources & Legal Affairs
- Central Services