bookingkit reinforces its management team: New CSO and CTO put Sales and Product on course towards expansion

Berlin, July 9, 2020 – bookingkit strengthens its management team with Dr. Hans Christian Heinemeyer as CSO for sales and Carsten Windler as CTO for the technical development and scaling of Europe's leading booking software for the digitalisation of leisure experiences. The Berlin-based software as a service company is thus also preparing its personnel for the future growth into new markets. Most recently, bookingkit reported that the recovery of Europe's third largest tourism segment, tours, attractions and activities, is progressing much faster than expected and that the reopening requirements are currently acting as a catalyst for digitization.

As the new CSO at bookingkit, Hans Christian is now responsible for the management and development of the sales organisation as well as the launch and implementation of various sales initiatives in 2020. Before joining bookingkit, he was Operating Partner for the entire operative business of the sales consultancy SalesCloud, including in particular the development of sales/revenue organisations and models for accelerating growth in over 50 start-ups, international scale-ups and corporate ventures. Prior to that, he spent 10 years as founder, co-founder or interim CSO of various startups and helped build them up. His focus was on software as a service based business models with different target groups ranging from small and medium-sized to DAX30 companies.

In his newly created role as CTO at bookingkit, Carsten Windler is responsible for the technical development of the software,the underlying infrastructure and API. Carsten has been working in software development for 15 years, most recently as Global Head of Software Development at HolidayPirates Group. He brings extensive experience in leading multinational development teams in the tourism industry (including FTI Touristik).

"Together with Hans Christian and Carsten, we are looking forward to leverage the momentum of the current situation after the reopening of the leisure industry, to penetrate new business areas with bookingkit and to significantly accelerate the digitalisation of the third largest tourism segment", explains Lukas C. C. Hempel, bookingkit founder and managing director.

Pictures for media information can be found in the corresponding download folder.

About bookingkit
bookingkit is Europe's leading SaaS solution for the recreation and experience industry, providing travel and activity operators with standardized and scalable technology designed to help them promote bookable activities and drive sales. Tours, activities and attractions make up the third largest tourism sector worldwide. bookingkit's integrated sales system serves as a two-way digital infrastructure, connecting travel agencies and other sales channels to an extensive library of experiences which are updated in real time.

bookingkit has won multiple awards, including 3rd Place in the 2019 German Tourism Awards (Deutscher Tourismuspreis), the 2019 Deloitte Technology Fast 50 Award, the "EMEA Travel Innovator" award from PhocusWright Europe, the Travel Industry Club's "Startup of the Year" award, the "Trophée d'innovation 2019" from French tourism magazine L'Echo touristique, as well as being named one of the 100 most innovative startups in Germany by internationally renowned startup magazine The Hundert, as reported by Forbes Magazine.

bookingkit also bears the "Top Service" seal of approval from the German Institute for Quality Standards and Testing for its outstanding customer service and is ranked third in employee satisfaction by FOCUS Business and kununu among Berlin-based SMEs in the category "Internet". Founded in 2014 by Christoph Kruse and Lukas C. C. Hempel, bookingkit is headquartered in Berlin and currently employs around 100 employees. For more information visit www.bookingkit.net

Press Contact
Frank Scheibe
T: +49 30 555796818 | +49 1577 2588917
pr-germany@bookingkit.net