



## Wybcke Meier, CEO, TUI Cruises

Wybcke Meier was appointed new CEO of TUI Cruises on October 1, 2014. The qualified travel agent started her career at Fischer Reisen, where she held various positions with managerial responsibility for marketing and sales.



After Fischer Reisen was sold to Condor Flugdienst GmbH, she was at the helm of the integration process of the tour operator into C&N Touristic AG. In 2000, Wybcke Meier became head of sales at “Via 1 – Schöner Reisen” online travel shopping channel in Hamburg, a position she held for two years. From 2002 to 2010, she headed sales and marketing as an authorized signatory and member of the management board at tour operator Öger Tours.

Most recently, Wybcke Meier was managing director at Windrose Finest Travel and OFT.