

UATP and Airline Business present:

Airline Distribution 2005

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Bangkok



Topic: Session 5: The Corporate Travel Market

Date: Thursday, 21 April 2005

Time: 9:15 – 10:30 am

Berthold Trenkel
Chief Operating Officer
Carlson Wagonlit Travel, Asia-Pacific

Berthold Trenkel was appointed Chief Operating Officer of Carlson Wagonlit Travel (CWT) for the Asia-Pacific region in January 2005 based in Singapore. A member of CWT's Executive Team, he reports to Hubert Joly, President and Chief Executive officer.

Trenkel joined CWT from McKinsey & Company, where he co-led its travel and logistics practice and oversaw the airline sector in Asia for the last four years.

In his decade-long career at McKinsey & Company – both in Stuttgart, Germany, and Seoul, Korea, he also managed clients in a variety of other industries, including automotive and assembly, chemicals and refining, as well as consumer goods and hi-tech, in areas of strategy, corporate finance, and operations. He was elected a partner at McKinsey & Company in 2000.

Prior to joining McKinsey & Company, he had established his own software company, specializing in accounting software, which he managed for 12 years.

He is co-author of a book, Do IT Smart: Seven Rules for Superior Information Technology Performance, which has been published in Chinese, English and German.

Trenkel, a German citizen, completed a Master in Electrical Engineering (Dipl.-Ing) in 1990 at the University of Stuttgart where he also subsequently completed his Master in Business Administration (Dipl.-Kfm) in 1993. He was awarded the Hirschmann Foundation award for his thesis on high frequency.

