

Heike is a highly accomplished Senior Business Operations Manager with a distinguished career in the tourism and travel industry. With extensive expertise spanning business process optimization, digital transformation initiatives, and customer service operations, she plays a pivotal role in ensuring operational excellence and business continuity within the organization.

Throughout her career, Heike has consistently demonstrated a strong ability to identify operational inefficiencies and implement effective, scalable solutions that enhance productivity, improve service delivery, and support sustainable business growth. She specializes in designing and streamlining end-to-end internal processes, with a focus on operational alignment between technology, product management, and service delivery functions.

In her current capacity, Heike leads and supports a broad range of cross-functional initiatives, working closely with internal stakeholders and external partners to drive operational efficiency, implement best practices, and foster a culture of continuous improvement. She is instrumental in managing and optimizing operational frameworks, ensuring that the Tour Operator's business units work in seamless collaboration, while aligning operational priorities with strategic objectives.

Heike is particularly passionate about leveraging digital tools and data-driven insights to support decision-making, enhance customer experience delivery, and future-proof operational models. Her leadership ensures the successful integration of operational processes with evolving technology platforms, contributing to the company's ability to adapt swiftly to market demands and emerging industry trends.

A results-oriented and people-focused leader, Heike combines operational expertise with a collaborative management style, fostering strong relationships across teams and promoting an environment where operational excellence and service quality are consistently prioritized.