

Press release

TravelTech driver Alex Schott has left Amadeus and is joining meetago

meetago brings Alex Schott on board. As Senior Vice President Product & Innovation, the long-standing Amadeus manager is now responsible for product management and strategy development.

Troisdorf, 05/20/2025 – meetago, one of the strongest portals for event bookings in Central Europe with a mediated request volume of over 500 million euros, has won over Alex Schott: Since April 1, he has been driving product management and strategy development as Senior Vice President Product and Innovation at meetago.

Prior to that, Schott worked for the Amadeus IT Group for around ten years. In Europe's largest TravelTech group by market capitalization, he was most recently Managing Director of i:FAO and Amadeus Sofia Labs. In addition, as Head of R&D, he was entrusted with the further development of Cytric Travel, the leading online booking solution for business travel, and is considered the mastermind of the game changer Cytric Easy. As CTO of the i:FAO Group, he has played a key role in developing Cytric since 2001 and, after the acquisition of i:FAO, built it into a global platform under the umbrella of the Amadeus IT Group.

Udo Lülldorf, founder and CEO of meetago: "Alex has played a decisive role in shaping the European business travel landscape and seamlessly integrated i:FAO into Amadeus' brand portfolio with the Cytric Suite. Together with him, we will further consolidate meetago's role as an innovation driver in the MICE industry. We are expanding our platform with Agentic AI, providing intelligent payment solutions and will radically simplify the entire process with the help of state-of-the-art cloud-ready technology."

Schott complements a strong team that has long been setting standards with expertise, passion and innovation. Lülldorf: "Alex is an excellent product strategist. With his experience and innovative spirit, he fits perfectly with the meetago DNA. In the future, he will not only redefine meetago's product portfolio, but also play a decisive role in shaping the success of MEETA-X, hivr.ai's distribution and premium channel partner for the DACH region."

For Schott, the joint departure into a new, industrialized MICE world with a strong focus on artificial intelligence is the central motive for really taking off again with meetago in his new role as product and innovation manager: "True innovation is created where passion meets courage. At meetago, this has been the case for 20 years. This is also the central reason why meetago solutions are ahead of their time and have helped define the industry standard of the MICE industry. Udo and I are absolutely in agreement in this common understanding of progress and aspiration. Therein lies the strength of this new partnership."

In view of the global consolidation process in the TravelTech industry, this also includes securing the company's innovative strength and future viability in the long term. Lülldorf: "In enterprise business, a sales cycle extends over many months, sometimes even years. The journey from request for information to rollout and group-wide acceptance can take a similar amount of time. Binding and innovative partnerships with customers, sales partners and service providers are an essential prerequisite for this and a matter of course for meetago. Alex will play a major role in continuing and deepening these successful collaborations in the future."

About meetago

With meetago.com, the meetago group operates one of the leading European booking portals for the purchase and sale of MICE services. The platform radically simplifies selection, quotation and booking processes and digitises them completely. Today, the innovative procurement and booking solutions of the company, which was founded in 2002, are considered the industry standard throughout the industry. Corporate customers appreciate transparency, comparability and efficiency gains in booking and procurement, as well as the choice between more than 100,000 conference

hotels worldwide. Hotel partners benefit from the large volume of requests for proposals (RFPs), the high conversion rate for request for proposals and the resulting sales efficiency. Event planners are happy to rely on the meetago group's conference service, which provides support with hotel selection, room configuration and organizational details on request.

By consistently focusing on the intelligent integration of purchasing, booking and planning processes into the system landscapes of its customers, the meetago group took over the market leadership in German-speaking Europe at an early stage and is constantly expanding it with the meetago® and tagungshotel.com brands. The Troisdorf-based company employs a diverse team with over 40 employees from eleven nations and bundles an RFP volume in the billions on its platform every year. This makes meetago one of the strongest booking channels for conferences and group overnight stays in Central Europe.

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