



Press release

The Danish Business Travel Association DBTA has appointed Jens Søndergaard as the new General Manager.

Jens will start in time to participate in the Nordic Business Travel Summit in Stockholm on 21 – 22 March. He will replace Anne Mette Berg, who will be resigning from her position and taking a well-deserved retirement at the end of April, after more than 10 years in the helm of DBTA.

For the past 2 years, Jens has worked with networking, knowledge sharing and training. Before that Jens has more than 20 years' experience in the business travel industry, primarily from many years as Key Account Manager at Air France KLM in Denmark with a focus on corporate customers, business travel agencies as well as partners in all of Denmark. Jens also has extensive experience of project management, association management and board work.

Jens will continue DBTA's course with a focus on being relevant and creating value for all DBTA's members and partners. Technology development and sustainability in business travel will be some of the top priorities.

Privately, Jens lives with his family in Ganløse and spends his free time, among other things, on playing padel tennis.

DBTA's chairman Bjørk Skieller says "We are really happy that Jens is joining us. With his experience and professionalism we will continue DBTA's positive development in the years to come".

DBTA's General Manager Anne Mette Berg is happy to be able to hand over operational responsibility to Jens. She is certain that he is the right person to navigate the challenges the industry continually faces for the benefit of DBTA's members and partners.

Contact person:

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DBTA | The Danish Business Travel Association is Denmark's leading professional network within Travel Management. DBTA is a network that allows both buyers and suppliers of travel-related services to share knowledge, experience and "best practice" and to be updated on the latest trends. The association currently contains 120 members, distributed among both buyers and suppliers from all over Denmark. Via partnership with GBTA | Global Business Travel Association and BT4Europe, we ensure that Denmark is strongly represented Nordic, European and global.