

TUI Supervisory Board: Re-appointment of Sybille Reiss, Chief People Officer and Labour Director, until 2030

Hannover, 17 September 2026 – At its meeting on 17 September 2026, the Supervisory Board of TUI AG extended the appointment of Sybille Reiss, Chief People Officer and Labour Director, until 2030. Shareholders and employee representatives voted unanimously in favour of the reappointment. Her remit on the Executive Board includes Global Human Resources, cooperation with social partners and the TUI Europe Forum, the Security, Health, Safety and Crisis Management division, as well as the Legal division and the Board Office. TUI employs around 65,000 staff across 100 countries. In addition to traditional HR business partnering and personnel and talent development in a highly international and competitive environment, there is a particular focus on transformation in collaboration with the business divisions. Sybille Reiss made digitalisation and AI a key focus of TUI's future strategy at an early stage, identified the commercial opportunities and challenges in collaboration with TUI's business divisions, and drove forward the development of staff and the organisation.

This is Sybille Reiss's second reappointment since she was first appointed Chief People Officer on 1 July 2021. She studied social sciences and business administration and, following her graduation and a stint at Continental AG, has held various management positions within the TUI Group in Germany and internationally since 2003. Following the merger of TUI AG and TUI Travel Plc (UK), she oversaw the integration of group functions and companies within the German-British group structure and played a decisive role in shaping TUI's transformation into a vertically integrated tourism group.

Sybille Reiss's CV can be found [here](#).

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