

Group Executive Committee

Erik Friemuth

*Member of the Group Executive Committee
TUI Group Chief Marketing Officer & Managing Director
TUI Hotels & Resorts*



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As a Member of the TUI AG Executive Committee and Group Chief Marketing Officer, Erik is responsible for the marketing and brand strategy for the overall TUI Group. As Managing Director TUI Hotels & Resorts, he is also in charge of TUI's own hotel brands such as TUI Blue, Robinson, TUI Magic Life and the Group's concept hotel brands.

Erik started his professional career in the digital sector. He held various management functions at the international media group Bertelsmann, in charge of internet activities such as product and client marketing of the internet portal Lycos in the German-speaking region. Between 2004 and 2014, Erik Friemuth worked for Vodafone Germany. He started out in consumer marketing, where he was in charge of the integrated marketing of contents and data in the mobile portal Vodafone live! at the start of UMTS. From 2011 until he joined TUI in 2014, Erik was Chief Marketing Officer and Managing Director, in charge of the Vodafone Consumer Business Unit in Germany.

Erik was born in Hamburg and studied economics, focusing on marketing, organisation and business IT, at Siegen University, where he graduated with distinction in business studies in 1996.