

## Michael Buller – Chairman of the VIR



Michael Buller, Chairman of the Verband Internet Reisevertrieb e.V. (VIR) - the German association of online travel portals, has been working in the tourism industry for many years.

He started his career in 1990, being in charge of finance and controlling of the rental car broker Holiday Autos GmbH. In his role as managing partner, he established Holiday Autos as the market leader in the holiday rental car business in Germany. After the takeover of Holiday Autos by lastminute.com, Michael Buller was appointed as CEO for the German market of lastminute.com.

In 2007, he became an entrepreneur and today advises several different companies. Amongst others, he is partner of the software company BPCS Consulting Services GmbH, -of the airport parking broker Holiday Extras and consultant for the dynamic tour operator JT Touristik. Furthermore, he is on the advisory board of the online start-up TrustYou.

In addition to his expertise in the classical tourism industry he has acquired a profound knowledge of the German online tourism industry over the years. Due to his know-how and experience he was elected Chairman of the VIR in October 2009.

In his role as Chairman of the VIR he committed himself in particular to the promotion of innovation as well as the reinforcement of transparency within the online tourism industry. This commitment combined with his experience turned him into the spokesperson for the online tourism industry. Nowadays he is in high demand as a discussion partner for universities, conferences as well as for the media. Lately he made several TV appearances for instance on the RTL show “stern TV” and on the German public-service TV broadcasters. This year, he was called on the tourism advisory board of the Federal Ministry for Economic Affairs and Energy.