

2019-01-11

# Christian Lundén

## Director of Future Business - Nordic Choice Hotels

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Overall responsible for Nordic Choice Hotels innovation organization - Future Business.

Make sure we continue to be at the forefront of new business models, technologies, collaborations and partnerships.

### **Biography**

Strategic advisor and responsible to introduce new business models, technologies and solutions for the areas of both guests and employees for all Nordic Choice 200 hotels. Involved during incubation and concept phase of new projects and hotel concepts. Testing a lot in a small scale (MVP's) and educate internally about trends within and outside our business.

Running several "worlds first" projects such as mobile keys, blockchain inventory, voice assistance (Alexa), project mapping and many other hotel related solutions for staff/guests.

Coming from ten years in hotel operation at many different hotels within the Winnhotels Group.

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