

MOUNT MEL: STRATEGIC MARKETING CONSULTING & PRODUCT DEVELOPMENT FOR SKI RESORTS AND (WINTER) SPORTS TOURISM

The 43-year-old Black Forest woman held leading positions in the cable car, winter sports and tourism industry for 15 years. Until 2016 the graduate sports economist and state-certified ski instructor was Head of Marketing at **LEITNER ropeways** in Sterzing. Before that she was head of marketing cooperations at **TIROL** tourist board and an authorised signatory at **Mayrhofner Bergbahnen**, one of the most successful cable car companies in Austria - optimal conditions for the foundation of the company in January 2017. The headquarters of the management consultancy "**MOUNT MEL Marketing Consulting vGmbH**" is Ratschings near Sterzing/South Tyrol. Melanie Kaindl offers her experience to companies that are at home in the mountains and around cable cars, (winter) sports and tourism. "Those who are successful are those who have a strong character and inspiring offers with high customer benefits", says Melanie Kaindl. In 2018, even her own small brand was launched in the winter sports sector and successfully established on the market. **SOGGLE** - the multifunctional protection for goggles.



Complete CV:

www.mount-mel.com/en/company