



**Michael Ros**  
**COO / Co-Founder, [bidroom.com](https://www.bidroom.com)**

A natural-born entrepreneur coming from the hospitality industry, Michael started his first company at the age of 18. As a fast learner with a creative mind, at the age of 24 he was able to manage corporate B2B sales for 4 years for a large, international enterprise and was responsible for an annual turnover of 45 million Euro.

On the grounds of that experience and his passion for travel, he then founded the online travel agency Travelservice and a successful hotel booking startup Bidroom later on. His business intuition made him decide that Bidroom should improve the global hospitality market with a commission free model, making the platform the world's first of this kind. With his knowledge of corporate business negotiations and inspiring leadership, he secured over 21 million Euro for the continued expansion of the awarded startup, for which he now oversees daily operations and IT development.

Michael grew to become a recognized expert of the online booking industry, often sharing his knowledge as an international speaker and the Board Member of the World Tourism Forum Lucerne. His frequent public appearances are often the start of many global partnerships that he is able to secure for his ventures.

Recognized by his friends and team for his joyful and confident attitude. Michael strongly believes that people give their best when they feel appreciated and usually goes a long way to gratify them. Year by year, he can be caught in transit to another exciting destination from his bucket list with visits to 4 continents. He is also a family man, happily married and proud dad of a daughter.