



ESTEBAN WALTHER

Marketing Director
Google Latam

CONFERENCIANTES **BCC**
INTERNATIONAL SPEAKERS

Esteban Walther is current Marketing Director Google Latam working on the development of the Advertising market for Google in the region.

Esteban has been with Google over two years and a half and before moving to Brazil he was the **Head of Travel for the EMEA** region managing the sales teams that were looking after all the major European Travel companies.

Prior to joining Google Esteban was part of the team that launched **Opodo** across the different European markets leading some of the core Strategic Partnerships with Airlines, Hotels and Tour Operators, working as **UK Country Manager** and identifying new distribution opportunities for the company across Europe.





Before moving to London from Barcelona for the Opodo start up in 2001 Esteban worked for **Deloitte&Touche** in projects for different leading Tourist Boards, for the TUI Group in their main Spanish Headquarters getting involved in different projects for the incoming operations for leading European Tour Operators and for Arthur Andersen auditing major industrial corporations.

His fluency in English, French, Spanish, German and Catalan has enabled him to forge an established network of partnerships in the international e-commerce travel industry.

Esteban graduated from the **University of Barcelona** in 1995 with a five year degree in Business Administration with a major in marketing.

Topics

- ❖ Strategy & Business Planing
- ❖ **Strategic Partnership**
- ❖ Sales
- ❖ **Online Media**
- ❖ Innovation
- ❖ **Management**

