



Daniela Wagner
Group Business Development Director at Jacobs Media Group & Director of EMEA, Pacific Travel Association (PATA)

Daniela Wagner heads up the International team at Jacobs Media Group, the groups international marketing services brand, providing strategic services, market intelligence, dedicated global events, networking and partnership building with companies wishing to target the UK travel trade, or for UK businesses seeking to internationalise.

Daniela has a demonstrable track record of outstanding achievement within the travel industry and has had great success growing businesses due to her commercial creativity and has applied her entrepreneurial and interpersonal skills very effectively in large corporate and start-up environments. Fluent in both German and French, she has an extensive network of top-level industry contacts around the globe.

In addition to her role at Jacobs Media Group, Daniela is also Director for Europe, Middle East and Africa at PATA - responsible for driving strategic relationships with international institutions and private companies. Daniela is also responsible for coordinating European PATA chapters, recruiting and retaining members, coordinating key events (including PATA Advocacy dinner) and securing sponsorship.