

St GEORGE

People Behind Hotel St. George

Serdar Kutucu

Vice President Brand Marketing & Communications | Design Hotels AG

Serdar Kutucu (1977) joined Design Hotels AG in 2008 as Head of Strategic Development. As Area Director Business Development, Kutucu oversaw all account management activities and membership services in Europe, the Middle East and Africa, and has been responsible for the substantial growth of the hotel portfolio.

In January 2014 Serdar Kutucu took over responsibility for the departments Brand Management, Creative Services, Digital Marketing and PR & Communications. Kutucu has several years of experience in marketing and strategic consultancy with national and international companies, and holds a Masters Degree in International Business Administration from the University of Vienna.

Mirkku Kullberg

Creative Director | Hotel St. George

Ms. Mirkku Kullberg is known as a visionary leader and design executive with a strong track record in branding and turnaround management. Kullberg inspires audiences around the world by speaking about the future of retail and changing consumer lifestyles. Also, Kullberg interprets interestingly the blurring lines between home, work and office.

Finnish born, internationally seasoned and educated Kullberg speaks four languages. She served as the Head of Vitra Home at Vitra International AG from 2014 to December 2015 in Birsfelden, Switzerland. Prior to Vitra, Kullberg was the CEO of Finnish design icon Artek.

Previously Kullberg has revamped Finnish design icons such as Nanso and Grünstein. During Kullberg's two decades in fashion industry Kullberg's projects have expanded the boundaries between art, design, media and technology. Her strong experience as a restructuring executive has led her to serve in a wide range of boards of directors such as Pohjola Bank, Saga Furs and KSF Media, as well as J. Lindeberg.