PROFILE IN FOCUS

Conny Doß

MOA BERLIN

MANAGING DIRECTOR MOA BERLIN

> *“Growth doesn’t happen by chance, it happens through structure. My job is not only to find new lines of business, but to implement them operationally so that they secure profitability for the long term and let talent grow.”*

SHORT BIO

Conny Doß runs MOA Berlin together with Philip Ibrahim as a dual leadership. With the company since 2013, she knows the house as long and as well as hardly anyone else. She is responsible for the economic foundation and the strategic evolution into an “Urban Hub”.

She sees herself as a structure-giver. Whether building new business fields like MOA WORK, expanding MICE sales or professionalizing internal communication: she creates the framework in which growth can scale. It’s not only about numbers, but about leaders who take on responsibility within these structures.



CAREER & BACKGROUND

Conny is a “homegrown talent with foresight” and combines operational experience with solid business expertise.

The Foundation (Business & Coaching): Her degree in Business Administration forms the economic basis of her work. As a certified Master Business Coach, she supports change processes and personal development within the team with psychological expertise.

The MOA DNA: Her path is closely tied to the history of the house. Since 2013, she has accompanied and shaped its development from the ground up. She doesn’t merely administer the company, she shapes it out of conviction.

360° Expertise (Hospitality & Consulting): She looks back on over 18 years in hospitality and consulting. Even as a consultant at Absolut Personal-Management, she combined HR expertise with active sales. Today she continues this combination in building areas such as T&C (Talent & Culture) and MOA WORK.

Industry Engagement: As spokesperson of the AG Green Pillow at visitBerlin Partnerhotels e.V., she advances Berlin’s positioning as a sustainable destination.

HER ROLE AT MOA BERLIN

She is the “Business Architect”: she builds the system in which the vision can work.

The Root: She secures stability and sales structures while the house reinvents itself. She has accompanied the transformation from franchise to own brand from the very beginning. Her credo: “Value through Independence”.

The Structure Developer: She opens up new revenue streams, for example by launching MOA WORK or realigning T&C, Sales & Distribution, and builds the processes that make them profitable. At the same time, she makes sure that every employee and every external partner clearly understands the strategic direction.

Talent & Leadership Developer: Growth needs strong shoulders. A central part of her work is mentoring leaders and talents. She creates career paths for employees who want to grow and enables them to think like entrepreneurs.

PERSONAL

Conny is a former competitive athlete. That discipline still shapes how she works today.

Since 2014 she has lived in Munich and commutes to Berlin. She has been closely connected to MOA Berlin since 2013. Commuting has made her an expert in “New Work” and efficient time management. In her private life, she volunteered at the DLRG.

Her leadership style resembles that of a lifeguard: observe ahead, stay calm and step in at the decisive moment.

Dual Leadership
Together with Philip Ibrahim, Conny Doß leads MOA Berlin as an equal dual leadership.