



Ulrike Schöler

Managing Director | Head of Germany



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Europe



Munich



German, English, French, Spanish



areas of expertise:

feasibility studies
operator search
valuations + appraisals

Ulrike Schöler joined PKF hospitality group in 2001 and is one of the Managing Directors of the office in Munich/Germany. In her capacity as Managing Director, she heads the hospitality consulting business in Germany.

After initial working stations in Paris and Vienna, Ulrike worked for the Accor group for more than 10 years in business development. Ulrike's scope was to source and evaluate locations for hotel projects and to negotiate and conclude lease, franchise and management contracts for the different brands of the group. While being with PKF she conducted market studies, feasibility studies, valuations, business plan development and operators search activities.

Ulrike holds a Master's degree in business administration from Ludwig-Maximilian-Universität Munich and complemented her education at Sorbonne in Paris. As an industry expert, she also (co) authored various publications for the hospitality sector.