

Peter E. Mohn**Head of R&D and Business Development, P. Robert and Partners SA**

Dr. Peter E. Mohn is Head of R&D and Business Development as well as member of the Board of P. Robert and Partners SA (PRP), an international Marketing Research and Consulting Company, based in Switzerland. Before Dr. Mohn joined PRP, he has followed a distinguished career at several international research companies in leading management positions since 1997. Due to his over 15 years of experience in international market research, he is currently mainly consulting international companies in the area of multicountry research and implementation of results as a basis for strategic marketing decisions. PRP, which was founded 30 years ago, is worldwide leading in the area of airport interviewing and has conducted over 1 million interviews only in the last years for clients from different branches around the world. PRP has significant expertise in the area of travel & tourism as well as in travel retail research, and has a network of interviewers at almost 60 airports worldwide.