



**Germany's first Hospitality Officer  
Business Psychologist**

Mahsa Amoudadashi is a business psychologist and speaker, as well as being Germany's first Hospitality Officer. She inspires people with her warmth, positive attitude and sense of humour, reminding them of what really counts in professional life: Purpose, appreciation, and true enthusiasm. Her motto is: 'Working time is life time — and nobody should waste it.'

Born in Iran, she completed her training as a hotel manager at the award-winning Schindlerhof conference hotel in Nuremberg, a place that embraces corporate culture. It was there that the Managing Director appointed her as Germany's first Hospitality Officer. Her role is to ensure that guests feel fully welcome and that employees contribute to this with joy and enthusiasm. This may sound simple, but it is actually a cultural principle involving appreciative leadership, authentic shared responsibility, and a real sense of purpose in everyday working life.

In addition to her practical expertise, Mahsa Amoudadashi has a background in business psychology. In her presentations and training sessions, she draws on all three: personal experience, emotional depth and psychological expertise. With her captivating style, she opens up new perspectives, asking questions such as: 'What does it actually mean to be an employee? And why haven't we been treating them like co-entrepreneurs for a long time?'

Mahsa embodies a fresh approach to the world of work, grounded in trust, transparency, accountability, gratitude, and the joy of learning, even from mistakes. In an open, authentic and practical way, she demonstrates that enthusiasm is no coincidence. It arises when companies view corporate culture not as an unnecessary extra, but as the foundation of success.