

LARS REDELIGX

PROFILE

Senior executive with proven track record in aviation and logistics, broad commercial expertise and experience in business transformation

Chief Executive Officer, Düsseldorf Airport (since January 2023)

Chief Commercial Officer, Lineas Group (January 2020 – November 2022)

- Part of a new management team brought in by private equity company Argos Wityu to transform a Belgian former state-owned rail freight company into the leading private rail-based logistics provider in Europe

Chief Commercial Officer and speaker of the Management Board, LSG Europe (November 2016 – December 2021)

- Led the transformation of the companies' business model from an asset heavy classic airline catering approach to a solution provider with new business units, new B2B capabilities and a new flexible production set-up.
- Integrated Retail inMotion into LSG and oversaw the company develop into the global leader in its segment by investment into people and technology, winning key contracts (e.g. Ryanair, Aer Lingus and Etihad).

Chief Commercial Officer and member of the Management Board, Brussels Airlines (January 2013 – October 2016)

- Managed the turnaround of Brussels Airlines, acquisition and integration into Lufthansa Group
- Implemented a hybrid business model and new commercial strategy, which brought the company back on a growth path and improved asset utilization significantly. Seat load factor Europe improved by +15%P vs. 2012, continuously high passenger growth between +10% and +15% from 2013 – 2015 (interrupted by terror attacks in 2016)

Vice President Pricing, Revenue Management & Distribution, Lufthansa German Airlines (2007 - 2012)

- Led Pricing, Revenue Management, Distribution and Sales Development units. Implemented next gen revenue management solutions, such as Hybrid Forecasting and Real Time Pricing.
- Leading role in building and managing the „A++“ joint venture with United Airlines and Air Canada (managed revenue: 15bn EUR, one of two Lufthansa members of the Steering Committee) as well as the joint venture with All Nippon Airways („J+“).

Further experience:

Head of Sales Strategy and Sales Development,
Lufthansa German Airlines (2005 - 2007)

Head of Corporate Auditing Passenger Airline,
Lufthansa German Airlines (2003 - 2005)

General Manager Business Unit Airline & Leisure,
Lufthansa E-Commerce GmbH (2000 – 2003)

Education:

Economic Sciences (Master), University Frankfurt am Main

Languages:

- German (mother tongue) - Spanish (fluent)
- English (business fluent) - French (fluent)

Personal data:

Born: 16th of February 1970, Glückstadt
Nationality: German
Family status: Married, two children (16 and 15 years old)
Interests: Travel, football, kitesurfing, cycling, hiking