



Horst Findeisen

Vice President Commercial and
Business Development at Star Alliance

Horst Findeisen has been with Star Alliance from the beginning and, since 2013, holds the position of Vice President Commercial & Business Development at Star Alliance. He is responsible for all Alliance loyalty, marketing, sales and network functions, and further for developing the alliance model to realise new sources of value creation for member carriers. This role includes business intelligence and the recruitment and management of a growing membership.

Horst Findeisen has more than 30 years of experience in the aviation industry. Prior to joining Star Alliance he worked as General Manager for Lufthansa coordinating networks and revenue management with Lufthansa's vast portfolio of airline partners world-wide. He designed, negotiated and implemented commercial agreements and successfully managed large bi- and multilateral joint venture projects. He also was General Manager Controlling, where he established new planning processes and tools and developed modern goal setting and monitoring systems, and supported the spin-off of

Lufthansa Cargo. He took his MBA studies at the European Business School (EBS).

Horst Findeisen is married and has two children.