

Heike Birlenbach



Current Position

Chief Commercial Officer

Member of the Management Board

Date of birth
29.11.1966

Date of entry
01.01.2024

Nationality
DE

Marital status
Married

Languages
DE, EN, NL

Professional Experience

Period	Function	Company
2024	Chief Commercial Officer	Swiss International Air Lines Ltd.
2021 – 2023	Senior Vice President, Customer Experience	Lufthansa Group
2017 – 2020	Chief Commercial Officer & Senior Vice President, Sales	Lufthansa German Airlines Lufthansa Group
2016	Vice President Sales Europe	Lufthansa Group
2014 – 2016	Vice President Sales & Services Europe	Lufthansa German Airlines
2011 – 2014	Vice President Cabin Crews	Lufthansa German Airlines
2009 – 2011	Vice President Lufthansa Italia	Lufthansa German Airlines
2006 – 2009	General Manager Product Management KONT	Lufthansa German Airlines
2002 – 2006	Regional Director BeNeLux	Lufthansa German Airlines
1999 – 2002	General Manager Marketing & Sales Support Europe	Lufthansa German Airlines

Mandates

Period	Function	
2024 – today	Member of the Board of Directors	Edelweiss Air AG

Education

Date	Degree	
2004 – 2006	International Masters of Practising Management, McGill University	Montréal
1993 – 1995	Tourism / Economics	Bad Harzburg
1987 – 1988	Tourism Institute (Ausbildung Touristikfachkraft)	Munich