



## News

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### **Lufthansa Group Airlines appoints Alejandro Arias as General Manager Sales Korea**

- **New General Manager Alejandro Arias to oversee all sales and marketing activities for Lufthansa Group Airlines in Korea**
- **As an aviation industry and Asia-Pacific region expert, Alejandro Arias will lead the continued growth of Lufthansa Group Airlines in Korea**

Lufthansa Group Airlines announced that it has appointed Alejandro Arias as its new General Manager Sales Korea. Effective November 2017, Mr. Arias will be responsible for overseeing the sales and marketing activities of Lufthansa Group Airlines, including Lufthansa German Airlines, SWISS and Austrian Airlines, in Korea.

Since joining Lufthansa Cargo in 1990, Mr. Arias has held several key positions in the company; he has worked at Product Development and Management teams at the headquarters in Germany, and has held Sales and Marketing management roles for Japan as well as for Europe and Africa. Currently, he is Head of Commercial for Eastern and Northern Europe. Mr. Arias has 27 years of Lufthansa experience, including 16 years in Asia, and has also gained experience in the Korean market, serving as Country Manager Korea at Lufthansa Cargo for a six-year term starting in 2005.

“Mr. Arias is an aviation industry and Asia-Pacific region expert. Based on his abundant marketing and sales experience and understanding of the Korean and Asian markets, he will lead the continued growth of Lufthansa Group Airlines in Korea. We are pleased to have him on board and wish him an excellent start in his new role”, says Don Bunkenburg, Senior Director Sales for Japan and Korea, Lufthansa Group Airlines.

Alejandro Arias holds a Diploma in Industrial Engineering from the Karlsruhe Institute of Technology (KIT), Germany. He is fluent in German, English, and Spanish.

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