

SPEAKER PROFILE

Miles & More GmbH

Dr. Oliver Schmitt

- **Managing Director**
- **Senior Vice President Loyalty & Ancillary Services of Lufthansa Group**



Dr. Oliver Schmitt, born in 1971, is Managing Director of Miles & More GmbH. As Senior Vice President, he is also responsible for the entire Loyalty & Ancillary Services division and Global Marketing within the Lufthansa Group. As a 100% subsidiary of Deutsche Lufthansa AG, Miles & More GmbH unites the worldwide programme operations, award business and status management as well as the partnerships of the largest frequent flyer and awards programme in Europe. Schmitt is responsible for the sales division, which includes the Partner & Retail and Analytics/Data departments. He has been managing the company together with Sebastian Riedle since 2021, who is Managing Director Loyalty and spokesman for Miles & More GmbH.

Schmitt holds a doctorate in physics and can draw upon extensive experience with over 17 years in product development, marketing and sales as well as several years with the Lufthansa Group. He started his career as a management consultant before moving to mobile communications provider Telefonica O2 Germany in 2003. As vice president online, Schmitt was responsible for e-commerce, online sales, analytical pricing, digital and affiliate marketing, among other things. In 2017, Schmitt moved to Eurowings, where he was initially responsible for all sales and distribution activities as vice president sales and, from 2018, for the implementation of the digital strategy as Managing Director Eurowings Digital. Most recently, he was responsible for commercial activities as CCO on the Eurowings executive board.

Dr. Oliver Schmitt is married and lives in Munich with his wife and two children.

Find out more at www.miles-and-more.com / Updated: January 2021

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