

SPEAKER PROFILE

Miles & More GmbH

Sebastian Riedle

- **Managing Director and Management Spokesman**
- **Vice President Loyalty Lufthansa Group**



Sebastian Riedle, born in 1978, is Managing Director Loyalty and spokesman for Miles & More GmbH. As Vice President Loyalty, he is also responsible for the Loyalty division 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 of the largest frequent flyer and awards programme in Europe. Riedle is responsible for the Loyalty Business Unit, which comprises the award & status programme, marketing, customer service, IT, HR, legal and finance departments. Riedle has been managing the company since 2019, initially alongside Harald Deprosse and since 2021 together with Dr. Oliver Schmitt, who is the head of the Partner & Retail and Analytics/Data divisions.

With over 17 years of experience in the Lufthansa Group, Riedle, who holds a degree in business administration, knows the industry. He started his career in 2003 in marketing at Germanwings. There, as a project manager, he initiated the Boomerang Club, the first low-cost bonus programme in Europe. In 2007, Riedle moved to Lufthansa marketing and then went to further positions in Lufthansa's commercial management. From 2014, he took over global responsibility for the digital sales and service platforms of Hub Airlines and worked intensively on digital transformation and customer centricity.

Sebastian Riedle is married and lives with his wife and three children near Frankfurt. In his free time, he enjoys doing sports with family and friends, especially in the mountains.

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

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