

## **SPEAKER PORTRAIT**

### **Miles & More GmbH Sebastian Riedle**

#### **Managing director**

#### **Spokesperson for the board of management**

Sebastian Riedle, born in 1978, is the managing director of Miles & More GmbH. As a 100 % subsidiary of Deutsche Lufthansa AG, Miles & More GmbH brings together programme operation worldwide, awards business and partnerships of the largest frequent flyer and awards programme in Europe.

Riedle is responsible for the Commercial MMG business area, which includes the Financial Services & Innovations, Sales & Retail, Analytics & Customer Intelligence, Business Development & Award Program and Marketing departments. He is the spokesperson for the board of management. Riedle manages the business jointly with Harald Deprosse, who is in charge of Product Development & IT, Customer Services & Logistics, Finance & HR as well as Legal.

With 16 years of experience in the Lufthansa Group and a degree in business administration, Riedle knows the industry inside out. He began his career in the marketing department at Germanwings in 2003. Here, working as a project manager, he founded the Boomerang Club, the first low-cost bonus programme in Europe. Following a few other positions, Riedle moved to Lufthansa Marketing in 2007, where he set up a department for regional marketing. After holding further positions in Commercial Management at Lufthansa, he took charge of the digital sales and service platforms of hub airlines in 2014 and was heavily involved in the areas of digital transformation and customer focus. In January 2019, Riedle became the managing director of Miles & More GmbH.

Sebastian Riedle is married and lives close to Frankfurt with his wife and three children. In his free time, he enjoys outdoor activities with family and friends, especially in the mountains.