

## Gerald Schlögl

**Managing Director Miles & More GmbH**



**Gerald Schlögl**, born in 1981, has been Managing Director of Miles & More GmbH as a 100% subsidiary of Deutsche Lufthansa AG since April 2023. With more than 30 years of experience in the loyalty sector and more than 25 years in the retail and financial environment, Miles & More GmbH is an absolute expert in individual and successful customer targeting and retention and combines the three strong brands Miles & More as a loyalty programme, Worldshop as a retail platform and the employer brand Miles & More GmbH itself as an attractive

employer.

With more than ten years of experience in the Lufthansa Group, Schlögl, who graduated with a master's degree in economics from the University of Graz in 2006, knows the industry inside out. He started his career in the Lufthansa Group in 2012 in Business Development at Miles & More International GmbH, where he played a key role in driving the spin-off of Miles & More as an independent subsidiary of the Lufthansa Group. He then moved through further positions at Miles & More GmbH and drove strategic development. In 2021, Schlögl moved to the Lufthansa Group and took on the position of Vice President Digital Channel Solutions and Commerce. There, he was responsible for the Lufthansa Group's own digital sales channels (.com/App) and accompanied the Group-wide transformation into the Lufthansa Group Digital Hangar.

Gerald Schlögl is married and lives with his wife and two children in Frankfurt. In his free time, he is personally enthusiastic about hiking and skiing in the mountains, summer holidays by the sea and good food.

Find out more at [miles-and-more.company](https://miles-and-more.company) / Updated: August 2024

### Miles & More Press Office

+49 69 719168-159

[presse@miles-and-more.com](mailto:presse@miles-and-more.com)

[www.miles-and-more.com/presse](https://www.miles-and-more.com/presse)