

Andreas Bierwirth – Executive Board, Austrian



Andreas Bierwirth was born on May 8, 1971 in Lünen, Nordrhein-Westfalen / Germany.

After training as a banker, Andreas Bierwirth studied managerial economics at the University of Münster, where he subsequently received his doctorate at the department of marketing headed by Prof. Dr. Dr. h.c. mult. H. Meffert. In the spring of 2002, Andreas Bierwirth joined the board of Eurowings Flug GmbH. In October 2002, he was appointed as deputy managing director, and from January 2005 managing director, of Germanwings GmbH. In this position he implemented the highly successful early growth of Germanwings and instigated the company's steep success curve of recent years. He was responsible for departments such as Marketing & Product, Sales, Yield Management, Network Planning and the Corporate Communication Center. On the strength of his achievements, he was taken on by the parent company Lufthansa in September 2006 as Vice President of Marketing of Lufthansa Passage, where he was responsible for departments including Advertising, Brand Management, Direct and Sales Marketing, Customer Analysis and Market Research, as well as the Miles & More and Worldshop, at Lufthansa Passage Airlines. In addition to this, Andreas Bierwirth holds a commercial pilot licence.

As of 1 April 2008 Andreas Bierwirth was appointed as Chief Commercial Officer (CCO).