

Star alliance announces organizational changes

Star Alliance – the airline network for Earth, has restructured and optimized its organization and located its world headquarters in Frankfurt. The reorganization which has been directed by Jaan Albrecht, Star Alliance CEO, has been approved by the Alliance Management Board and takes effect immediately. The streamlining of the organization also includes the decommissioning of the Star Alliance business center in Los Angeles as of year-end while retaining a Bangkok-based regional representation for Southeast Asia.

The new Star Alliance structure comprises the following Strategic Development Areas which report to the CEO:

- Loyalty & Marketing, headed by Louise McKeven, Vice President;
- Products & Services, headed by Kristian Kirchheiner, Vice President;
- Commercial, headed by Horst Findeisen, Vice President. Commercial combines into one the two former Strategic Development Areas Global Network and Sales.

The new organization also includes three support units:

- Human Resources (headed by Jill Nealon, Vice President);
- Finance & Planning (Brock Friesen, Vice President);
- Information & Project Management (Michael Stagl, Vice President).

Michael Stagl recently joined the organization from the position of Vice President, Information Management at Star Alliance member carrier Austrian Airlines where he also served on the Board of Directors.

As part of the office of the CEO a new unit, Corporate Affairs, managed by Christian Klick, Vice President, will be responsible for Corporate Communications, aeropolitical issues and carrier support functions.

"The new Star Alliance organization reflects the changed environment for the airline industry both in terms of its size and direction," said Jaan Albrecht, CEO. "In these difficult times our business is more than ever focused on bringing bottomline benefits to our member airlines beyond their individual capabilities. Not only does it include initiatives to increase revenue, but also cost-efficiency measures."

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