

## PROFILE



### **Eckart Reiche**

Vice President Global Airline Sales  
Wirecard

Eckart Reiche has worked for Munich-based Wirecard since March 2015. He started as Head of Sales Airlines and in November 2017, he became Vice President Global Airline Sales.

In this role, he is responsible for the strategic development and deployment of global sales and product strategies focusing on the international airlines market. In addition, he leads the international sales and key account management team.

Before joining Wirecard, Eckart gained extensive professional experience and comprehensive knowledge of the travel industry when working in marketing, sales and management positions for companies like Amway, Sabre and American Airlines.