

**Mario Maier**

**Head of Distribution Solutions**

**Lufthansa Group**

Mario Maier, 25+ years of experience within Lufthansa Group. Held various positions in Sales, Business Development, IT, Revenue Management and Distribution.

Since 2016 leading the Lufthansa Group Direct Distribution Solutions department, responsible for Realization and Implementation of the Lufthansa Group B2B Distribution Strategy,

further developing and enhancing existing solutions, mainly the LHG NDC API but also touristic distribution solutions and a specific shopping solution for METAs.

Defining the mid - & longterm B2B Business Solution Strategy for the Lufthansa Group is also one key part of his role, including exploring new and innovative distribution trends.