

Peer Winter

Chief Distribution Officer

W2 by GO7

Peer is an experienced commercial leader with expertise in airline distribution, airline and tour operator sales strategy, Travel technology, revenue management & revenue accounting. During his time at Lufthansa Group, he has held executive positions directing multi-channel growth strategies e.g. for SunExpress. As the JV company was founded by Lufthansa and Turkish Airlines, Peer developed strong intercultural skills that carries through his leadership today.

As VP of Business Development with WorldTicket, Peer contributed to substantial growth by winning RFPs with large enterprise clients, such as Deutsche Bahn AG, and by signing full-service carriers and major low-cost carriers, while concurrently launching WorldTickets' entry into Virtual Interline by taking over leadership of the sales for their sister company Air Black Box . In January 2023 , Peer got promoted as Chief Distribution Officer of GO7, the new brand spanning together the old brands of AeroCRS, WorldTicket and Air Black Box. In his new role, Peer is focusing mainly on growing GO7's Airline Distribution products, which includes holding business ownership with regards to the global ticketing solution W2 by GO7. Peer holds a bachelor's degree in tourism management.