

INGO WUGGETZER **Vice President Cabin Marketing**

Ingo is responsible for the complete coverage of all Cabin Marketing activities – starting with identification of future customer needs, up to customer campaign activities to create value-adding solutions through a consumer-centric approach. Moreover, Ingo is managing and developing the Airbus cabin brand *Airspace* in order to ensure a consistent product experience across Airbus cabins and to inspire future cabin innovations with, for example, the Airspace Cabin Vision 2030. He also drives the relevant channels to promote cabin advantages, including fairs, exhibitions and the Airspace Customer Showroom in Toulouse.



In his former role as Vice President Strategy, Innovation & Design, Ingo established a consumer-centric approach, covering key upstream services trend and market research. On this basis, Ingo set up a cabin product and technology strategy as a guideline for future cabin innovations – some examples of the major innovations he delivered are the A350 cabin design, the A350 Airspace Customer Definition Centre and the Concept Cabin Vision 2050, both resulting in a new passenger comfort & service experience as well as a higher airline efficiency.

After studying both aeronautical engineering and business administration, Ingo worked for a top international management consultancy for three years. In 1996 Ingo joined Lufthansa and held several positions over a period of 10 years. As Senior Manager Corporate Strategy, he was responsible for fleet strategy decisions, business cycle management and the Aircraft Asset Management Team. In 1999 he became General Manager Cabin Development and Product Innovation for Lufthansa's in-flight-products.

In addition to his role at Airbus, Ingo was a board member of the APEX Board (Airline Passenger Experience Association), chairing the Marketing & Communication Committee. Furthermore he is a founding member of the judging panel for the Crystal Cabin Award.

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