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# LATAM exec joins gategroup

By **Rick Lundstrom** on October, 24 2017 | People



**Federico Germani** has joined gategroup as Chief Commercial Officer effective October 1. He will be based in Zurich and report to the CEO.

The gategroup Chief Commercial Officer oversees the Commercial Management team as well as gategroup's global customers, ensuring commercial alignment and coordination across the entire global network. The CCO remit will also incorporate gategroup's Retail on Board Business and a new Customer Experience function.

"Incorporating Retail on Board to the Commercial area will enable gategroup to provide a unified commercial approach to the airlines which are increasingly adopting a combination of catering and retail solutions," said an October 20 release from gategroup. "It will also ensure a unique understanding of the consumer needs, both of retail and catering, by leveraging on consumer analytics and business intelligence."

The new Customer Experience function area will focus on developing end-to-end experiences for our customers and driving their commercialization together with the Account Management teams.

Germani has more than 14 years experience in the [LATAM Group](#) where he held the position of Corporate Senior Vice-President for Services and Innovation. He was responsible for all services for LATAM customers globally, including call centers, airport operations above and below the wing, airport retail ticket sales, service on board, catering and duty free.

"Federico brings to gategroup a unique understanding of the differential value that an airline can deliver for its passengers through Catering and Retail solutions - and of how much it can benefit from them," said gategroup's CEO, **Xavier Rossinyol**.

"Through these organizational changes under Federico's leadership, we want to further reinforce our focus on the consumer at the center of our commercial strategy and accelerate the development of the most innovative products and services. I would also like to thank **Peter Wilander** for his outstanding contribution to our commercial strategy and for the great development the commercial team has witnessed under his leadership."

Germani added "gategroup is the leading player when it comes to driving innovation both in the airline catering sector and retail on board. I am truly excited to have the opportunity to contribute to the success of our airline customers by leveraging the strong innovation and execution capabilities of gategroup."