

Vranckx appointed new SWISS CEO

Dieter Vranckx will be the new CEO of [SWISS International Air Lines](#) on January 1.

He has held various management functions within the airline industry since 1999 as well as 20 years with the Lufthansa Group and 13 years at SWISS and Swissair.

Vranckx is currently CEO of Lufthansa Group member [Brussels Airlines](#), a position he took up at the beginning of this year, having joined the carrier as CFO and Deputy CEO in May 2018. For the two years before that, he served as Vice President Asia Pacific for the Lufthansa Group, in overall charge of the region's sales and marketing activities for all group airlines (Lufthansa, SWISS, Austrian Airlines, Brussels Airlines and Eurowings) from his Singapore base.

From 2013 to 2016 Dieter Vranckx served as SWISS's Vice President Sales and Marketing for its Switzerland, Germany and Austria home markets. Prior to this he spent three years as Lufthansa Cargo's Chicago-based Regional Director US Midwest & Canada. From 2006 to 2009 he was Swiss WorldCargo's Vice President Asia, Middle East & Africa. And from 2004 to 2006 he was based in Hong Kong as SWISS's Vice President Sales for the Asia Pacific region. He also previously served as Senior Manager Network Planning Europe and as Head of Business Development for Swissair and SWISS.

"I am delighted that Dieter Vranckx is returning to SWISS and that we have secured his services as our new CEO," says Reto Francioni, Chairman of the SWISS Board of Directors, in today's announcement. "Dieter Vranckx is highly regarded throughout the global aviation industry, and is a strong individual with extensive international experience. He is also well familiar with SWISS and the Lufthansa Group from his previous posts; and he has already demonstrated his ability to lead with success even in challenging times. With his comprehensive expertise in both the passenger and the cargo field, he will be well able to further develop and refine SWISS's successful business model with due and full regard to the now radically changed market conditions. And we wish him every success in doing so."