

Omnevo charts the future of connected retail under new CEO

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Earlier this year, [Omnevo](#) appointed Dr. Jan Christoph Meyer as Chief Executive Officer, signaling an evolution in the company's growth. Under his leadership, the company is focused on strengthening its end-to-end retail platform capabilities and supporting travel operators connect onboard retail, logistics and digital commerce within a unified ecosystem. Having held senior leadership roles with Lufthansa Group and LSG Group, Meyer brings more than two decades of international experience spanning aviation operations, supply chain management and digital transformation.

"My vision is for Omnevo to be the strategic partner that helps airlines and airports navigate the next generation of travel commerce, while staying ahead of rapidly evolving passenger expectations," Meyer tells PAX Tech in June.

He points to a shifting industry where the convergence of connectivity, data and commerce redefines the passenger experience and creates an opportunity for airlines to weave ancillary revenue seamlessly into the end-to-end journey.

"Historically, onboard retail has operated with significant constraints around connectivity, payments, inventory visibility and customer data," he says. "As those barriers continue to disappear, airlines will be able to treat the onboard environment as an extension of their broader retail ecosystem rather than a disconnected sales channel."

For Meyer, the future is about creating a continuous, intelligent retail journey that follows the passenger along every touchpoint before, during and after travel.

Seamless shopping

Creating this seamless experience requires an understanding of the current industry transformation, driven by connectivity, AI, data and shifting consumer behaviors.

Passengers now expect the same level of personalization and convenience onboard that they receive from retailers and technology brands on the ground. Understanding those expectations and helping airline passengers prepare for them is a critical part of Omnevo's role.



Dr. Jan Christoph Meyer, Chief Executive Officer, Omnevo

“Passengers do not think in channels. They think in experiences,” Meyer says. “The opportunity for the industry is to remove the friction that exists between different stages of the journey and create a more connected experience.”

Whether a passenger is browsing products before departure, making a purchase onboard, redeeming loyalty points or engaging with an airline post-flight, Meyer emphasizes that each interaction should feel like part of a cohesive journey, rather than separate touchpoints.

Improvements in inflight connectivity also influence the level of frictionless experience that passengers expect onboard.

“Technology can bring together customer data, retail capabilities, loyalty programs and operational intelligence into a single ecosystem, enabling more personalized and relevant experiences throughout the travel journey,” Meyer explains.

He also recognizes that technology itself is rarely the biggest challenge. Rather, integrating and aligning multiple systems into a singular commercial strategy is often the pain point. Omnevo’s role is to make these integration processes more intuitive, supporting the passenger experience.

“Airlines operate in highly complex environments where customer data, retail platforms, operational systems and partner technologies must work together seamlessly. Technology providers have a responsibility to simplify that complexity,” Meyer says.

He sees the most successful solutions as those that help airlines connect previously disconnected parts of the business, create actionable insights from data and deliver measurable outcomes.

“When done well, this creates a smoother, more convenient experience for passengers while unlocking stronger engagement and commercial opportunities for airlines,” Meyer says.

A vision for trusted partnerships

As CEO, Meyer sees the greatest opportunities for Omnevo’s innovation and growth within the airline retail ecosystem in helping the industry unlock more value from existing customer relationships.

“At Omnevo, we want to help airlines, airports and rail operators, not only adapt to change but capitalize on it. That means continuing to invest in innovation across areas such as intelligent forecasting, personalization and data-driven decision-making, while remaining focused on delivering measurable business value,” he says.

Despite having extensive passenger data and engagement touchpoints, many airlines struggle to turn these assets into measurable business results. Omnevo bridges that gap, with Meyer highlighting opportunities in predictive analytics, forecasting, personalization, retail optimization and the development of more connected commercial ecosystems.



Peter Coelho, Omnevo's interim CEO (left) with incoming CEO Dr. Jan Christoph Meyer at WTCE 2026

"The goal is not simply to sell more products, but to help airlines create smarter, more relevant experiences that strengthen loyalty while driving sustainable ancillary revenue growth," he adds.

Meyer positions Omnevo not just as a technology provider, but as a trusted partner that can help airlines shape the future of travel commerce.

"By combining technology, industry expertise and a deep understanding of customer trends, we can help our customers make smarter decisions, build stronger customer relationships and achieve sustainable growth in an increasingly dynamic market," he says.