

AirFi announces leadership change, appoints Laura Rösches CEO



Laura Rösches, CEO, AirFi

[AirFi.aero](#) (AirFi) has announced a leadership change as Job Heimerikx, the company's co-founder and current CEO, prepares to step down. After 14 years in his role, Heimerikx will hand over the reins to a highly capable and trusted successor in Laura Rösches. Effective April 1, Rösches assumed the role of CEO, marking a new era of growth and continued innovation for AirFi.

Throughout his tenure, Heimerikx has embraced a strong commitment to integrity and hard work. His approach since AirFi's early days has always been rooted in fairness and honesty. He leaves behind a legacy not only of ground-breaking innovation, but also a culture built on respect, collaboration, and friendship.

"We all should cherish the relationships we've built over time in this dynamic industry," said Heimerikx. "At the end of the day, we are all working toward the same goal."

Known for his entrepreneurial spirit, Heimerikx's decision to step away from the day-to-day leadership does not signal an end to his contributions to the sector.



Job Heimerikx, AirFi co-Founder and outgoing CEO.

After years of success and ground-breaking achievements — such as developing the first mobile payment solution for airlines, creating industry's leading portable streaming IFE box, and inventing the innovative LEO connectivity solution with patented window-fit antennas — Heimerikx feels the time is right for AirFi to usher in new leadership, the April 3 press release said.

With a proven track record in managing international organizations, incoming CEO Laura Rösches brings a wealth of expertise to her new role. Well-respected within the airline catering, technology and retail sectors, she is known for her passion, professionalism and ability to lead at a global scale.

Prior to joining AirFi, Rösches acted as Director of Global Onboard Retail Sales and then Chief Commercial Officer at Retail inMotion, where she led key initiatives in inflight retail services. Rösches has also held various positions at LSG Lufthansa Service Group, including Manager of Global Strategy and Business Development and Manager of Global Sales and Commercial Steering with efforts focusing on inflight management solutions, sales project management and market research for inflight concepts and airline catering.

"Having worked with Job and AirFi as a partner in my previous roles over the last three years, I'm delighted to now join the talented team and steer AirFi into its next chapter of growth," said Rösches.

To ensure a smooth transition for customers and global staff alike, Heimerikx and Rösches have already embarked on a structured integration process, which will culminate with formal introductions at the Aircraft Interiors Expo from April 8 to 10 in Hamburg, Germany.

AirFi's structure and operations will remain unchanged, with Rösches working closely with the

management team to drive the company's continued growth and industry leadership.

"I'm proud to have successfully grown the company to become the third-largest player in the market in terms of aircraft contracted, and now it's clear that AirFi is primed for the next level," said Heimerikx. "Laura's appointment marks an important milestone for AirFi and the company's ambitious plans. Now is the time for fresh leadership to propel the company toward even greater success."