

ZIM appoints Vice President Sales and Head of Design



Thomas Friedberger, Vice President Sales (Left) and Hermann Hoffmann, Head of Design

[ZIM Aircraft Seating Group](#), a global designer and manufacturer of Economy, Premium Economy and Business class seating solutions for commercial airlines, has announced two executive appointments: Thomas Friedberger as Vice President Sales and Hermann Hoffmann as Head of Design, both effective September 1. As Vice President Sales, Friedberger will oversee the company's global sales strategy, expand its market reach, and strengthen key airline partnerships in the evolving aviation industry. As Head of Design for ZIM Aircraft Seating, Hoffmann will be responsible for defining the design strategy and overseeing the development of aircraft seating solutions from concept through to implementation.

Building on a multi-year trend of steady growth in capacity and orders, ZIM Aircraft Seating Group is strengthening its foundation for the future through strategic additions to its executive leadership team.

Raffael Rogg, CEO of ZIM said, "The aviation landscape is transforming rapidly, and airlines are increasingly looking for seating solutions that balance sustainability, passenger comfort and efficiency. Thomas Friedberger and Hermann Hoffmann share our commitment to excellence and customer-centric innovation, making them ideally suited to lead our sales and design organisations into their next phase of growth."

Stefan Kroll, CTO and President Germany also commented, "As our market continues to evolve, bringing on leaders with deep industry expertise is crucial to maintaining our competitive edge. The new leaders bring proven track records of delivering results, fostering strong customer relationships and driving business success, making them ideal additions to our executive team."

Yvonne McConachie, Co-CEO and President US said, "Strengthening our sales and design leadership is a pivotal step in responding to the growing momentum in our industry. The appointments of our new

Vice President of Sales and Head of Design bring proven leadership, deep industry expertise, and a strong customer focus. They will help us expand our market presence, deepen our airline partnerships, and drive the continued development of innovative, customer-oriented seating solutions."

Thomas Friedberger becomes Vice President Sales

Friedberger brings extensive experience in the aviation industry and a proven track record of driving revenue growth and fostering strong client relationships across international markets. Over a period of more than 30 years, he has held several senior leadership positions at companies across the industry.

A significant part of his professional career was spent with Airbus Commercial Aircraft and Airbus Defence & Space, where he held senior positions in sales and regional management. His experience also includes the aircraft seating industry, the regional aircraft business at Dornier Luftfahrt, and the aerospace supplier sector.

As Vice President Sales at ZIM Aircraft Seating Group, Friedberger will lead the global sales team, focusing on expanding market penetration in key regions across the Americas, EMEA and Asia-Pacific.

Friedberger said, "ZIM Aircraft Seating has grown significantly in recent years and is now one of the world's largest manufacturers of aircraft seats. The company has a strong foundation and clear growth potential. I am very much looking forward to playing an active role in shaping the continued development of ZIM Aircraft Seating Group."

Hermann Hoffmann becomes Head of Design

Hermann Hoffmann brings extensive experience in the development of aircraft seats and cabin components – from designing individual modules to assuming technical responsibility for complete platforms. His longstanding expertise in product and process optimization has made a significant contribution to the successful entry into service of numerous development programmes, ranging from independent new product development and enhancements to targeted customer-specific adaptations and fully bespoke solutions tailored to individual customer requirements.

ZIM has built a strong reputation for delivering premium aircraft seating solutions that provide a cutting-edge passenger experience and meet airlines' requirements regarding sustainability and efficiency at the same time. Expanding the sales division and the design organization is a critical step in fulfilling the rising global demand from commercial airlines.

Hoffmann said, "I am delighted to take on the role of Head of Design and to contribute my experience in the development of aircraft seats and cabin components to the continued growth of the business. Aircraft seating brings together engineering excellence, passenger experience, operational efficiency and rigorous regulatory requirements – and it is this combination that makes the field both challenging and rewarding."