

Kaelis celebrates 25 years, and appoints new CCO



The Kaelis team celebrates 25 years

[Kaelis](#) tells *PAX International* today it is celebrating an important anniversary and has a new Chief Commercial Officer overseeing the evolving company.

Looking back on a quarter-century

The onboard products supplier started in small basement office 25 years ago with the goal of helping global airlines get innovative products into the cabin.

“Little did we know what a crazy ride it would be to become one of the top independent providers of onboard products, services and solutions to the travel industry worldwide with a strong focus on improving the travel experience,” said Federico Heitz, Kaelis World, CEO. “Today, over one billion passengers have access to our products every year.”

The journey began as imagining, developing and product onboard products and evolved into creating onboard experiences, Heitz explained. “We entered a new era where small changes matter and ideas are more powerful than ever.”

Kaelis continued to adapt throughout the last quarter-century as the world, travel industry and passenger demands and expectations changed.

In the next 25 years, Heitz said the aim is to create “smart concepts that could make our future

greener, safer and more sustainable.”

The pandemic posed the greatest challenge for the company in the history of the industry, Heitz continued, adding that as the company celebrates 25 years, it has a new perspective on the future.

“With the hard work of our great team, Kaelis quickly adapted to the new normal and not only managed to survive but became stronger and more resilient, being a key support to our customers when they needed it,” he said. “It is no longer about Kaelis’ journey, it is not about one company, it is about our people, customers and stakeholders. About our future generations.”

“I really want to thank all the team members that have worked in our company as well as all customers that trusted us all these years. Without you, we wouldn’t be where we are today,” Heitz said.

Gonzalo Munita heads up commercial

Kaelis has announced the promotion of Gonzalo Munita as new CCO of the company, effective today. Munita will oversee the Commercial Department.



Gonzalo Munita, CCO, Kaelis

“Gonzalo has been a key part of our success, and we were thrilled to promote him to this important position,” said Heitz.

Munita joined the company in 2005 as an Account Manager for the Chilean office and quickly rose to various management positions. He has a bachelor’s degree in economics and business administration with a specialization in marketing. He brings to the new position more than 20 years of experience in onboard equipment and international commerce.

“We are thrilled to announced this well-deserved promotion and look forward to improving the travel experience all over the world,” Heitz said.