

Lorenza Maggio to lead Brussels Airlines as CEO



Lorenza Maggio is set to succeed Dorothea von Boxberg as CEO of Brussels Airlines

Lorenza Maggio has been appointed CEO of [Brussels Airlines](#) by the Executive Board of Deutsche Lufthansa AG, subject to approval by the Board of Directors of SN Airholding.

Maggio will also assume the role of Executive Board Representative to the European Commission. Her transition from Rome to Brussels is expected to be confirmed shortly.

She succeeds Dorothea von Boxberg, who will leave the Lufthansa Group on August 31.

“Lorenza Maggio is a highly accomplished and internationally experienced airline executive. She knows the industry and our group from various leadership positions at different companies. With her proven expertise, she will lead Brussels Airlines as an integrated hub airline within the Lufthansa Group,” said Dieter Vranckx, Chairman of the Board of Directors of SN Airholding and Chief Commercial Officer of the Lufthansa Group.

Maggio has served on the Board of Directors of ITA Airways since January 2025 as Chief Strategy and Integration Officer, leading the carrier’s integration into the Lufthansa Group. Her previous roles include Vice President Sales for Lufthansa Group network airlines, responsibility for brand and customer strategy at Eurowings, and Managing Director of an LSG Group subsidiary.