

Tourvest Retail & Catering appoints Michael Raasch as Chief Growth Officer



Michael Raasch, Chief Growth Officer, Tourvest Retail & Catering

[Tourvest Retail & Catering](#) has announced the appointment of Michael Raasch as Chief Growth Officer, effective March 1.

Raasch joins Tourvest with more than two decades of international leadership experience across aviation, travel, digital commerce and technology-enabled solutions. In his new role, he will be responsible for driving growth across Tourvest's diversified portfolio, spanning airline food & beverage solutions, duty-free and airport retail, logistics, warehousing and expanding catering operations, with a strong focus on innovation, data-led decision-making and scalable growth platforms.

Most recently, Raasch served as CEO and Co-Founder of Omnevo, where he built a multichannel ancillary revenue platform. Under his leadership, the business scaled rapidly across global airline and airport clients, successfully transitioned to a SaaS-based model, and completed a private equity exit. Prior to Omnevo, Raasch held senior leadership roles at Lufthansa Group, LSG Group, Virgin Atlantic, and AOE Group, where he led large-scale commercial, product and digital transformation initiatives.

Commenting on the appointment, Clive Jones, Chief Executive Officer of Tourvest Retail & Catering, said, "Michael brings a rare combination of deep aviation, onboard catering and travel retail expertise, proven growth leadership and an entrepreneurial mindset. His experience in building and scaling technology-enabled platforms, combined with his understanding of the end-to-end traveller journey, makes him ideally suited to lead the next phase of growth across our portfolio. We are

delighted to welcome him to Tourvest.”

In his role as Chief Growth Officer, Raasch will focus on unlocking value across Tourvest’s integrated travel ecosystem, leveraging data, technology and customer insight to drive sustainable growth, strengthen partner relationships and expand the group’s global footprint.

Raasch added, “Tourvest’s breadth across travel retail, catering, logistics and technology is truly unique. The opportunity to build on a holistic understanding of travelers and translate that into scalable, data-driven growth is incredibly compelling. I’m excited to join the team and contribute to Tourvest’s next phase of development.”

Raasch’s appointment reinforces Tourvest Retail & Catering’s commitment to innovation, partnership-led growth and long-term value creation across the global travel and aviation ecosystem, the March 3 press release said.