



## Frank Berweger

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### WORK EXPERIENCE

08/2024 – CURRENT Germany

**DIRECTOR HARMS AVIATION [HARMSAVIATION.COM]**

- Strategic Consulting
- Accelerating Sales Force performance
- Selection, Recruiting and Training
- Implementation of CRM systems
- On-the-job-coaching and development of Sales staff

01/2022 – 12/2023 Brussels, Belgium

**CHIEF COMMERCIAL OFFICER LINEAS [LINEAS.NET]**

Lineas is the largest private rail freight operator in Europe (Private Equity owned). The mission is to provide premium rail logistics solutions which can convince customers to shift transportation of their goods from road to rail. I was leading a multi-national Commercial Team of 70 employees in 6 countries, responsible for 450 million EUR of annual revenue.

Started in January 2022 as Director of Sales. Promoted to CCO on November 1<sup>st</sup>, 2022.

#### Main Achievements:

- Implemented a "TrackMap" focusing the Team on customer excellence, profitability, simplification of the organization and digitizing processes
- Implemented a pricing campaign resulting in a 25% yoy increase in unit revenue
- Implemented an Energy Surcharge as first mover in the rail freight industry
- Won 70 million EUR of new business in 2023, including BMW, Tesla and DFDS as new customers

02/2015 – 12/2021 Miami, United States

**VICE PRESIDENT SALES AND MARKETING - THE AMERICAS LUFTHANSA TECHNIK [LUFTHANSA-TECHNIK.COM]**

Head of Sales for North and South America at Lufthansa Technik, the world's leading Aircraft Maintenance, Repair and Overhaul (MRO) provider. Leading 60 employees at 8 locations throughout the Americas. Responsible for annual Sales Revenues of \$1.5 billion. Directly reporting to the CEO of the company.

#### Main Achievements:

- Profitable growth of business: doubling revenues in 4 years (far outperforming the 4% market CAGR)
- Won long term business with a total contract value of \$8 billion (2015 – 2019)
- Won breakthrough agreements with customers Air Canada, jetBlue, UPS, Allegiant, Southwest, Volaris, Gol, Westjet, LATAM, Avianca and Willis Lease.
- Conceptualized and launched a company-wide Customer Centricity campaign

10/2011 – 01/2015 Frankfurt, Germany

**VICE PRESIDENT, HEAD OF SIMULATOR TRAINING DIVISION LUFTHANSA AVIATION TRAINING [LUFTHANSA-AVIATION-TRAINING.COM]**

Lufthansa Aviation Training, a wholly owned subsidiary of the Lufthansa Group, is Europe's leading provider of professional training for Cockpit and Cabin Crew, serving over 200 airlines worldwide. I was Head of the largest of the company's 3 product divisions, leading 220 employees specialised in Sales and Marketing, Product Management, Training Production, Engineering and Operations of a fleet of 40 Full Flight Simulators. P&L responsibility for a business generating annual revenues of \$100 million. Reporting to the CEO.

### Main Achievements:

- Architect of profitable growth: implemented business cases for 18 new Flight Simulators with a total investment value of \$240 million.
- Tripled business volume with customers outside of the Lufthansa Group.
- Leader of international expansion (Eastern Europe, global partnership with Bombardier).
- Built new Revenue and Capacity Management for 40 Flight Simulators

04/2002 – 09/2011 Frankfurt, Germany

### **LUFTHANSA AVIATION TRAINING VICE PRESIDENT MARKETING & SALES**

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In my first position at Lufthansa Aviation Training, I was leading 40 staff in Sales, Marketing, Revenue Management, Business Development and Customer Service. Reporting to the Board of Directors.

12/2000 – 03/2002 Frankfurt, Germany

### **DIRECTOR AIR CARGO, EUROPE & AFRICA EXPEDITORS INTERNATIONAL [EXPEDITORS.COM]**

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Leading the development of the Air Cargo product division in Europe and Africa for one of the fastest growing and most profitable international logistics companies. Reporting to one of three Executive VPs of the company. Leading 50 employees in 17 countries, generating annual sales of \$200 million. Key responsibilities: product development, development of sales, purchasing (capacity from airlines) and strategic business planning.

10/1998 – 12/2000 Frankfurt, Johannesburg, Dubai, Germany

### **VICE PRESIDENT, AFRICA & MIDDLE EAST LUFTHANSA CARGO [LUFTHANSA-CARGO.COM]**

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Responsible for strategic business planning and results of the Africa & Middle East division, leading 200 employees in 25 countries (functions include sales & marketing, customer service, information management and operations), generating an annual turnover of \$100 million. Reporting directly to the executive board.

07/1994 – 09/1998 Hong Kong, China

### **GENERAL MANAGER SOUTH CHINA LUFTHANSA CARGO**

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Responsible for business development, marketing, customer service and supervision of handling agents in Hong Kong and Southern China. Deputy Managing Director for Greater China.

## ● **EDUCATION AND TRAINING**

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1983 – 1988 Hamburg, Germany

**“DIPLOM KAUFMANN” (BUSINESS ADMINISTRATION), SPECIALISED IN MARKETING** University of Hamburg

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**Website** <https://www.uni-hamburg.de/>

2018 – 2018 Seeheim, Germany

**NEW LEADERSHIP PROGRAM (5-MODULE PROGRAM)** Lufthansa School of Business

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2016 – 2016 Lausanne, Switzerland

**LEADERSHIP TRANSFORMATION PROGRAM** IMD Business School

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**Website** <https://www.imd.org/>

2015 – 2015 Barcelona, Spain

**EXECUTIVE EDUCATION CERTIFICATE (4-MODULE PROGRAM FOR INTERNATIONAL EXECUTIVES)** IESE Business School

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**Website** <https://www.iese.edu/>

2000 – 2000 Cranfield, United Kingdom

**LUFTHANSA GROUP & STAR ALLIANCE PARTNERS' CORPORATE MANAGEMENT PROGRAM** Cranfield University, School of Management

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**Website** <https://www.cranfield.ac.uk/>

Website <https://www.esmol.be/en>**LANGUAGE SKILLS**Mother tongue(s): **GERMAN**

Other language(s):

|                | UNDERSTANDING |         | SPEAKING          |                    | WRITING |
|----------------|---------------|---------|-------------------|--------------------|---------|
|                | Listening     | Reading | Spoken production | Spoken interaction |         |
| <b>ENGLISH</b> | C2            | C2      | C2                | C2                 | C2      |
| <b>DUTCH</b>   | C2            | C2      | B2                | C1                 | C1      |
| <b>FRENCH</b>  | C1            | C1      | B2                | B2                 | B2      |
| <b>SPANISH</b> | B2            | B2      | B1                | B2                 | B1      |

*Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user***DIGITAL SKILLS**

Microsoft Office | Microsoft Word | Salesforce | Microsoft Teams

**HOBBIES AND INTERESTS****Active member of “R.E.A. - Save the African Elephant” wildlife foundation**Link <https://www.reaev.de/>**Kitesurfing**Link <https://www.ikointl.com/>**Active football club player**Link <https://lsv-fra.de/cargobulls/index.html>