



## **Silke Wobken appointed new Lufthansa Group Senior Director Sales for North Africa, Near East and Turkey**

**Cairo, Egypt, 12<sup>th</sup> June 2019**

Starting 1 July 2019, Ms. Silke Wobken will be the newly appointed Senior Director Sales North Africa, Near East and Turkey Lufthansa Group. Based in Cairo, she will be responsible for the commercial and sales activities for the Lufthansa Group Airlines across 12 countries in the region. In her new position, Ms. Wobken will report to Mr. Stefan Kreuzpaintner, Vice President Sales Europe, Middle East and Africa, Lufthansa Group. She will be succeeding Mr. Frank Van den Steen who has taken over a central commercial role located at the Lufthansa headquarters in Frankfurt, Germany.

Silke Wobken (37) brings a wealth of knowledge to her new position from her many years of airline management experience. Ms Wobken began her career at the aviation group as Key Account Manager at Miles & More in 2005.

From 2009 until 2011, Silke Wobken was Manager Marketing Communications, creating and executing marketing concepts for Lufthansa Italia in London. Afterwards, she was appointed to Manager Revenue Management and Business Development in Frankfurt where she developed and launched a new sales concept for the airline's European markets. In 2013, Ms. Wobken moved to Moscow as she was promoted to Director Marketing, Online Sales and Revenue Management in Russia and the CIS. In 2014 she took over the position Lufthansa Group General Manager Sales Russia where she was responsible for the commercial development until end 2016.

Ms. Wobken is currently the Director Sales for Northern Germany, Lufthansa Group and will maintain this title until she starts her new position in Cairo. Her new sales region consists of the North African states Morocco, Algeria, Tunisia and Egypt as well as major parts of the Near and Middle East region, including Turkey, Lebanon, Jordan and Iraq totaling to 12 countries, which all Lufthansa Group carriers currently operate from.



**For further information, please contact:**

Engy Emad

Media Relations Manager

TRACCS Egypt

Mobile: 010 0900 2207

Email: [engy.emad@traccs.net](mailto:engy.emad@traccs.net)