**Profile**

**Alexander Proschka**

**Executive Vice President Commercial**

Alexander Proschka is in charge of Hahn Air’s commercial unit which drives business for its more than 350 partner airlines and over 100,000 travel agencies. The unit comprises of the following departments: Airline Business, Communications and Marketing, Sales Analytics and Agency Distribution.

Alexander’s role is to develop and oversee the commercial strategy, maximise productivity and efficiency of Hahn Air’s commercial departments and to optimise business results for travel agencies and partner airlines with the company’s distribution solutions including HR-169, H1-Air, X1-Air and HR-Corporate.

When Alexander joined Hahn Air in 2008, he was responsible for implementing a new revenue accounting system and of establishing Hahn Air’s SIS compliance before taking over responsibility for Hahn Air Systems in 2011 with its product H1-Air. Since 2018, he has also been in charge of Hahn Air Technologies with its product X1-Air, and in 2020, he was promoted to Executive Vice President Commercial.

Alexander holds a diploma in International Business and Industrial Engineering from the University of Applied Sciences in Wiesbaden. In his free time, Alexander enjoys music, football, skiing and travelling.