**Profile**

**Christoph Althoff**

**Vice President Airline Business**

Christoph Althoff leads a global team of sales and account managers connecting over 350 partner airlines to markets worldwide and generating incremental revenue with the Hahn Air products HR-169, H1-Air, X1-Air and HR-EMD. In addition, he oversees the acquisition of new partner airlines and is in charge of the rollout of HR-Shuttle Manager, a solution allowing corporations to integrate their corporate shuttle flights seamlessly into their travel programme. Finally, Christoph and his team play an active role in driving the customer-centric innovation initiatives at Hahn Air.

The industry professional joined the Hahn Air team in July 2021 after more than 17 years of working for major travel industry players such as PROS Holding and Amadeus IT Group, where he successfully developed data-driven and customer-centric sales strategies for airlines and other travel-related clients. An expert in digital retailing channels and new technologies, he acquired a proven track record of building and leading sales and account management teams in charge of optimising airline revenues.

Christoph Althoff studied in Germany, Argentina and the US, and holds a degree in International Relations & Economics. He started his career as a strategy consultant for telecom companies across Europe and has been living in Madrid, Spain, for more than 20 years.