

Experts' Forum India – Emerging Market India

Tuesday, 15.03.2005, 10:30, Hall 7.1a, Room: New York 3



Werner Heesen

General Manager Passenger Sales
India & Director South Asia
Lufthansa German Airlines

Werner Heesen was appointed as General Manager Passenger Sales India and Director South Asia, effective 15 September 2003. His responsibilities include overseeing Lufthansa's sales and marketing activities in South Asia, covering India, Nepal, Bhutan, Bangladesh, Sri Lanka and the Maldives.

Mr. Heesen, born in 1948, joined Lufthansa in 1971, starting his career as Tours Promotion Manager based in Duesseldorf, Germany. In 1977 he took up an assignment as a Sales Behaviour Trainer at the Lufthansa Training Center in Seeheim, before he worked in Hong Kong as Advertising Manager, Far East in 1981 and then was appointed Marketing Manager, Far East in 1982. In 1985, Mr. Heesen became Deputy Area Manager for Northern India based in New Delhi and subsequently Regional Marketing Manager in 1986 until he returned to Frankfurt as District Sales Manager Central Germany in 1991 and later General Manager Leisure Travel Germany in 1996.

Three years later Mr. Heesen moved to Cairo and became General Manager Passenger Sales Egypt and Director Northeast Africa and Yemen. He held this post until his latest relocation to New Delhi.

Werner Heesen is married, with two sons.

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