

Media release

Zurich Airport, 2 July 2021

Personnel

SWISS names Marco Willa as its new Head of Regional Sales Switzerland

Marco Willa has been appointed as SWISS's new Head of Regional Sales Switzerland. He will take up his duties on 1 September. Willa currently serves as the Lufthansa Group's General Manager Sales UK, Ireland & Iceland, based in London (UK). In his new SWISS capacity he succeeds Jürg Christen, who will be taking early retirement at the end of August.

Swiss International Air Lines (SWISS) has named Marco Willa as its new Head of Regional Sales Switzerland. In his new function, which he will assume on 1 September, Willa will be responsible together with his team for the sales, distribution management and distribution services of all the airlines of the Lufthansa Group within the Swiss market. Willa will report to both Jürgen Siebenrock, Head of Area Management Home Markets Lufthansa Group, and SWISS Chief Commercial Officer Tamur Goudarzi Pour. He succeeds Jürg Christen, who will be taking early retirement at the end of August.

Marco Willa, who is 35, has been serving in the air transport sector since 2008. He assumed his present position, heading the Lufthansa Group's sales and distribution team for the UK, Irish and Icelandic markets at their London (UK) base, in 2017. During his tenure, Willa has been instrumental in both strengthening the partnerships with corporate clients and travel agents and developing further industry partnerships. Prior to this he spent three years as a SWISS global key account manager in Zurich; and he had previously gained further valuable experience in Product Management at Swiss WorldCargo and in SWISS's Asset Management.

"Marco Willa is both a seasoned airline executive and a proven sales specialist," says SWISS Chief Commercial Officer Tamur Goudarzi Pour. "With his many years of experience in various areas of the Lufthansa Group both in and outside Switzerland, he is the ideal appointee to this demanding position. I look forward very much to working with him, and I wish him every success in his new capacity."

Marco Willa holds an MBA with a specialism in marketing and a Bachelor of Science degree in aviation engineering from the Zurich University of Applied Sciences (ZHAW) in Winterthur, Switzerland. A native of Brig in Southwest Switzerland, he is married and has three children.

Swiss International Air Lines (SWISS) is Switzerland's largest airline. Operating one of Europe's youngest and most fuel-efficient aircraft fleets, SWISS provides direct flights from Zurich and Geneva that keep Switzerland connected with Europe and the world. Its Swiss WorldCargo division further offers an extensive range of airport-to-airport airfreight services for high-value and care-intensive consignments.

As The Airline of Switzerland, SWISS embodies its home country's traditional values, and is committed to delivering the highest product and service quality. SWISS is part of the Lufthansa Group, and is also a member of Star Alliance, the world's biggest airline network.

This media release will be found in our [Newsroom](#). If you no longer wish to receive information from SWISS Media Relations, please let us know by email at media@swiss.com.

Contact

Swiss International Air Lines Ltd.
Media Relations
P.O. Box, 8058 Zurich Airport
Switzerland
Phone: +41 44 564 4414
media@swiss.com
SWISS.COM/media
Follow us on Twitter: [@LX_Newsroom](https://twitter.com/LX_Newsroom)