

LUFTHANSA ANNOUNCES NEW UNITED STATES SALES DIRECTOR

News / Personalities



Lawrence Ryan has been appointed director of sales, USA for the **Lufthansa** Group.

He is responsible for sales and promotional activities, overseeing corporate, retail, online travel agencies, group sales and leisure/specialty sales segments for key account management and field sales teams.

Ryan succeeds Don Bunkenburg, who will take over the role of general manager for Japan, Lufthansa German Airlines.

“Larry’s long-standing relationships with key US customers are essential for maintaining and further developing our solid sales foundation within the critical American market,” said Juergen Siebenrock, vice president, the Americas, Lufthansa German Airlines.

“Larry’s knowledge of the local market, coupled with his experience in headquarters and regions across the world, ensures effective collaboration and comprehensive customer service.”

Larry Ryan has been a part of the Lufthansa Group for nearly 30 years and has held a variety of positions.

Having started in airport operations in his native San Francisco, he later moved to account management, then to Lufthansa Cargo for 11 years before returning to passenger sales where he spent seven years as general manager corporate sales in the Asia/Pacific Region.

After a later assignment managing corporate sales and strategic projects in Frankfurt, he returned to the US and most recently held the position of director, marketing, distribution and sales programs in The Americas, and led the execution of Lufthansa’s efficiency program for the region, which focused on optimising sales processes and tools.

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