



# DR. GERALD WISSEL

## MANAGEMENT, MOBILITY, INNOVATION

He is considered to be one of the leading experts when it comes to aviation: Dr Gerald Wissel. No wonder, as he has a doctorate in business administration and, thanks to his 20 years of professional experience, he has plenty of kerosene flowing through his veins. With his company AIRBORNE Consulting, he has specialised in the areas of innovation, transformation, business development and optimisation – from the development of innovative strategies to complete reorganisation and interim management. Well-known companies in Germany and abroad such as Deutsche Lufthansa AG, Frankfurt International Airport, thyssenkrupp, Emirates, TUI, Halifax Stanfield Airport and Qatar Airways rely on his expertise. Austrian Airlines, Etihad Airways, Egyptair or Air Madagascar are just some of the airlines he has helped. He gives exciting talks on the future of flying in lectures and on the ARD, ZDF and n-tv channels, in Manager Magazin, Handelsblatt and many other publications. The author of two books also sits on a supervisory board.

LEADERSHIP CHANGE MARKETING DIGITALISATION DISRUPTION MOBILITY SUCCESS  
SUSTAINABILITY GENERATION Y/Z GLOBALISATION TRANSFORMATION AVIATION

## LECTURES

### Air taxis, drones & the like – science fiction or already reality?

- *The change in cargo and passenger traffic in aviation as an opportunity for communities, investors and companies.*

Mobility is currently in a state of flux. Although we still use the aeroplane today as a means of transport between continents, countries and cities, the future of flying lies in the inner city. Air taxis and drones will soon dominate the scene. The opportunities and challenges they present for local authorities, investors and companies are the subject of this lecture. Immerse yourself in the world of flying and become fit for the future.

### How software development and aircraft can make your company take off.

- *The guide to change management that actually works.*

As is well known, managing a company comes with challenges. Especially when changes are necessary to ensure economic success. It is often difficult to optimise or reorganise during ongoing operations. Not with Dr Gerald Wissel's system – he has combined knowledge from software development with that from aviation and developed a strategy that makes companies take off. And in a sustainable way, too. In this exciting lecture, he will reveal how this works.

## LECTURES

### Customer loyalty – more than just a slogan.

- They were once considered the benchmark for customer loyalty: the frequent flyer programmes of various airlines. What was once considered a service to the customer is now generally seen as just a way to gather data. What most airlines have overlooked, however, is that travellers' needs are changing, as a new generation is taking over. Dr Gerald Wissel shows what companies can learn from the successes and mistakes of airlines and why the digital assistant could become very important in the future.

### Caution: Covid-19 in your baggage – business trips of the future.

- It is undisputed: the Covid-19 crisis is changing companies permanently. What many see as the end of the world as they know it, others regard as an opportunity. This also applies when it comes to travel budgets. Thanks to increasing video conferencing, travel budgets are already being eased. The temptation to maintain this even after Covid-19 is huge. Dr Gerald Wissel explains why it is important to maintain personal contacts and what the business trips of the future will look like.

## INFORMATION

**Fees:** on request

**Travel expenses from/to place:** Hamburg (D)

**Languages:**  

- Individual content customisation possible
- Handout/further documents

## FORMATS

- Lecture
- Interview
- Seminar
- Consulting
- Talk/discussion
- Moderation
- (One-to-one) coaching
- Online/ web-based



## COUNSELLING / CONSULTANCY

- Project management
- Reorganisation, transformation and organisational optimisation
- Strategy and business development
- Sales efficiency & marketing management
- Customer relationship management
- Product development and management
- Product planning and management
- Innovation management
- Digitalisation
- Internationalisation

## SPECIAL TOPICS

- Restructuring of aviation and tourism companies
- Development of operations and airlines
- From a business idea to a new airline – advice for start-ups

## FACTS, FIGURES AND DATA

- Over 20 years' experience in aviation and tourism
- Over 20 years' experience in senior management and management consultancy
- An aviation and tourism expert in renowned print publications and on TV channels for more than 10 years
- Author of Zukunft des Fliegens ("Future of Flying") (planned publication: autumn 2021)
- Founder and managing partner of AIRBORNE Consulting Hamburg GmbH
- Member of the Supervisory Board of euroAtlantic Airways SA, Lisbon
- Lecturer in business administration, aviation and tourism at renowned private universities

## REFERENCES

Appeared on the ARD, ZDF and n-tv channels and in Der Spiegel, Handelsblatt, Manager Magazin and many more publications

"Gerald is an excellent consultant with a profound knowledge of aviation". – Thierry Antinori, Executive Vice-President & CCO Emirates

"Gerald is an outstanding consultant with the talent to combine strategic vision with practical implementation know-how. – Dr Rolf Wirth, Chairman of the Management Board of thyssenkrupp Marine Systems GmbH

"Gerald is the ideal partner to discuss both long-term change projects and quick solutions." – Kai-Stefan Röpke, Head of Advertising VIP & Special Mission Aircraft Lufthansa Technik

"Gerald is very practical, and has a clear focus on the success of the project who never gives up." – Rainer Mück, founding partner of Mück Management Partners AG

"Gerald is a visionary leader, who employs a team that is passionate about its work." – Bert van der Stege, Vice President and CEO of Halifax International Airport Authority

## CONTACT: PREMIUM LEADERS MANAGEMENT



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## MEDIA

