



Edgar Lacker

Chief Executive Officer

After graduating with a degree in tourism management, Edgar Lacker moved from Austria to work for one of Munich's leading hotels. He then decided to follow his passion for air travel, gaining experience with a travel agency that specialized in airline ticket sales, before joining the flight department of a well-known tour operator 3 years later.

In 1998, Edgar joined the AVIAREPS Group as a sales manager where his valuable industry knowledge and strong commitment to success were the basis for growing the market shares and revenues of three online airlines and AVIAREPS' largest client at the time. Edgar was soon after promoted to General Manager of the Frankfurt office and contributed considerably to the steady growth of clients in the German market.

As the VP of Passenger Sales Germany and a board member, he was not only responsible contracted airline sales in Germany, but he also actively contributed to the AVIAREPS network and supervised the subsidiaries in Benelux, Poland, the Czech Republic and Hungary.

As Executive VP Europe, Edgar Lacker was responsible for AVIAREPS' extensive European network. In this role, he focused on the supervision and development of the region, mentoring the management team and optimizing company procedures. Edgar was also responsible for the acquisition of new clients and the establishment of various business structures within the European markets. Due to his valuable dedication and expertise, Edgar was promoted to the position of CEO.

His dedication to fly-fishing is also applicable to his work life: he knows exactly how to place the bait to reach the target!