



## Biography

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### **Dr. Torsten Wingenter**

Senior Director of Digital Innovations  
Lufthansa Airlines

After founding the Social Media Team Torsten lead Lufthansa to one of the globally leading airlines in social with more than 2m fans on Facebook today. He is one of the most experienced digital thought leaders in the airline industry. Today, his Digital Innovations team develops marketing innovations and digital innovations for Lufthansa, Austrian and SWISS Airlines – creating new digital assets to drive enriching travel experiences with the well-anticipated premium brands.

As example, Lufthansa presented as first airline an interactive 360 degree experience with Oculus Rift already in 2015 at the world largest travel fair ITB, being awarded as best booth. Lufthansa was the first airline releasing a 360 video on Facebook where one of its latest 360 videos generated more than 1m views on Youtube and 5m on Facebook. A single 360 degree photo of an A380 generated more than 130.000 likes. Today Lufthansa uses about 200 Samsung Gear VR worldwide in its markets, runs first pilots to sell tickets via VR and is leading in the airline industry in VR content and technology.

Last summer Torsten launched the Lufthansa FlyingLab on the maiden flight to San José (Silicon Valley) where passengers could experience new products and services – digital and physical - enhancing the travel experience in a digital world. Besides a live conference on board streamed to the personal devices of the guests with speakers from Instagram, Mercedes etc. partners like Samsung and Neuroon gave their innovative devices to the passengers to test and experience them during the flight.

For digital innovations Torsten works with leading minds like behavioral economist Dan Ariely (“Predictably Irrational”) or best-seller author Jeff Jarvis (“What would Google do?”).

Previously Torsten managed strategy & business development of Lufthansa Miles & More – Europe’s leading frequent flyer program. His background is in business & economics combined with sociology as part of his Ph.D.

Before working for Lufthansa Torsten was executive assistant to Dr. August Oetker, proprietor of Germany’s most well-known family business. Torsten started his career at an international think-tank in Malta creating mobile ventures and ran his own IT-business while studying and training sales reps in the pharmaceutical industry in mobile CRM.

Torsten is regularly speaking about digital innovations at leading international venues like LeWeb (Paris), SXSW (Austin), DLD (New York), NEXT (Berlin), eyefortravel North America (Chicago), Loyalty World (London), Webit (Istanbul) to name a few.