



Lufthansa Innovation Hub at a glance

Managing Director

Jörn Messner

Founded

2014

Office

Berlin

Total Staff

≥ 50

We are not your average innovation unit.

Founded as a GmbH, we are an independent entity within the Lufthansa Group, operating as a business in our own right. This unique set-up lets us bring the best of both worlds: the resources and scale of a global organization combined with the agility of a startup.

Berlin is our home by design: a city that connects us to international talent and the digital ecosystem. Compared to Lufthansa Group's more than 100,000 employees, we are deliberately small. And only a few of us come from aviation. That's on purpose: we bring an outside perspective to challenge the status quo.

Our team unites diverse cultural and professional backgrounds, from tech, eCommerce, and emerging ventures. What unites us is a shared passion for reimagining the future of travel.

We accelerate the NEXT in travel.

The world is changing faster than ever. Geopolitics, sustainability, and customer expectations are reshaping travel. Technological progress doesn't wait. Across industries, capabilities improve at near-exponential rates, each wave compounds on the last, pushing the frontier further and faster. Organizations, however, adopt much more slowly. The result is an innovation gap that directly impacts customer experience, efficiency, and sustainability.

In travel, this gap is especially pronounced. We see exponential possibilities—but adoption lags due to legacy systems, regulatory complexity, and fragmented value chains.

Others say this is a risk—we see it as an opportunity.

Innovation is not a one-size-fits-all.

We bring together a unique mix of innovation capabilities under one roof to help Lufthansa Group and the travel industry move at the pace of the change.

We decode the NEXT.

Analyzing the developments in the global travel and mobility tech ecosystem, our team combines a data-driven approach with unconventional external data sources to sense early market signals, detect trends and translate them into true industry thought leadership.

We realize the NEXT.

We scale ideas into viable businesses. This includes building new ventures and launching spin-offs, integrating innovations into Lufthansa Group, and refining existing products that we operate on their behalf. Additionally, we screen the market for interesting startups for potential partnership or investment cases.

We enable the NEXT.

Driving change in a corporate context requires the right resources. Our training programs empower Lufthansa Group colleagues and external participants at all managerial levels with the skills needed to innovate across their organization.