JORGE DE LUIS

STRATEGIC CMF & BRAND EXPERIENCE

Selected
Relevant
Programmes

CMF, customisation
and industrial readiness
in cabin product development.



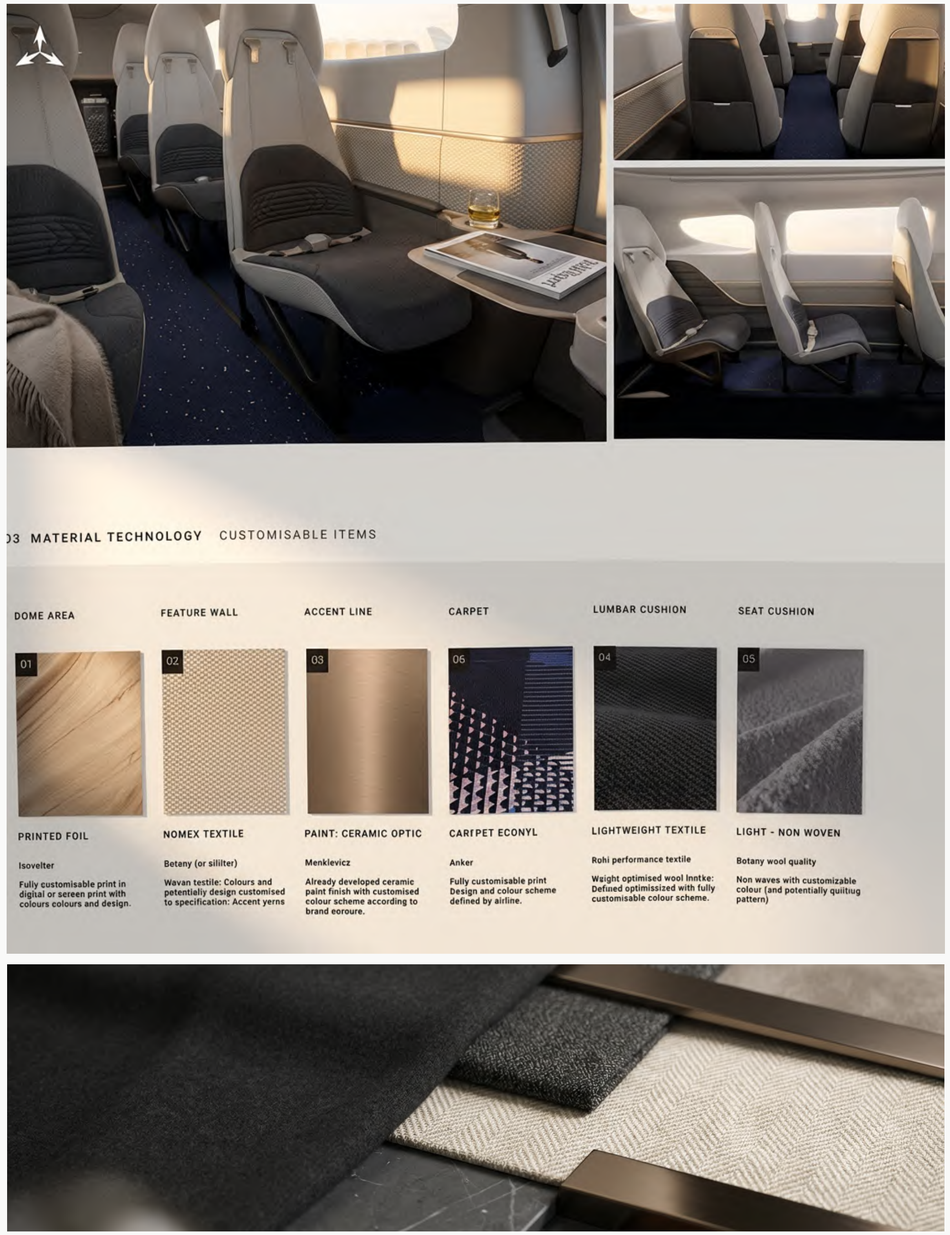


WHAT THESE PROGRAMMES DEMONSTRATE

The following examples are presented as selected programme evidence of how I work across **CMF, customisation and industrial readiness.**

They show how I contribute by translating brand intent into feasible CMF direction, structuring **option logic and sample governance,** aligning Design, Engineering, Procurement and suppliers, and protecting **perceived quality** through standards and industrial coordination.

Built on 12+ years across Airbus and Lilium, and 20+ cabin programmes delivered.



LILIUM

CABIN PRODUCT CUSTOMISATION FRAMEWORK

At Lilium, I contributed to structuring the **cabin product customisation offer** across seat, cabin and livery applications, turning design intent into a **configurable and supplier-aware** product framework.

This involved defining option logic, aligning Design, Engineering, Procurement and suppliers, and translating customer-facing differentiation into **feasible, repeatable** solutions within programme constraints.





LILIUM

CMF STRATEGY, PERCEIVED QUALITY AND SUPPLIER READINESS

At Lilium, I contributed to defining the **CMF strategy and perceived quality direction** across the cabin, translating design intent into controlled material choices, sample logic and supplier-facing guidance.

The work supported consistency from early concept through validation, helping align finishes, expectations and **implementation feasibility** across internal teams and external partners.





AIRBUS X STARLUX

TRANSLATING PREMIUM BRAND INTENT INTO SFE-COMPLIANT FLEET CMF DIRECTION

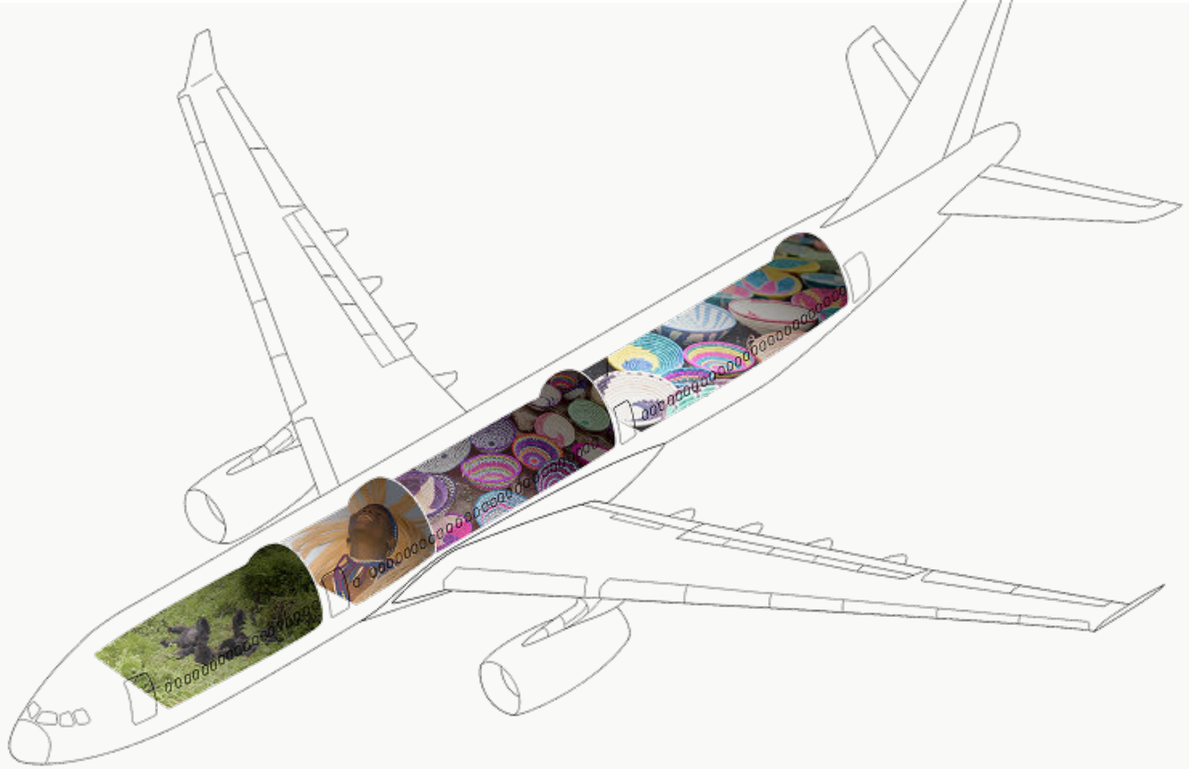
For Starlux Airlines, I contributed as Airbus CMF focal to translating customer ambition and external design intent into a **coherent fleet CMF direction** across the A 321, A330 and A350 programmes.

The work involved bridging the customer, external design agency Designworks and Airbus stakeholders, turning premium brand cues into **SFE-compliant, certifiable** and **industrially credible** programme direction.



Martin Chou · 1er
VP of Procurement Div
Starlux Airlines
28 de julio de 2020, Martin fue cliente de Jorge

Jorge DE LUIS SIERRA is Senior Cabin Interior Design Manager. Who is in charge of STARLUX AIRLINES' A321s, A350s and A330s cabin design program for cabin trim and finish coordinator
With Jorge's active attitude, knowledge of the Airbus's trim and finish for specific Airbus aircraft model and knowledge of materials from various cabin material suppliers. This is really helpful to our program.
We are very pleased with Jorge's performance and are glad to recommend Jorge as an expert in the cabin design and T&F field.





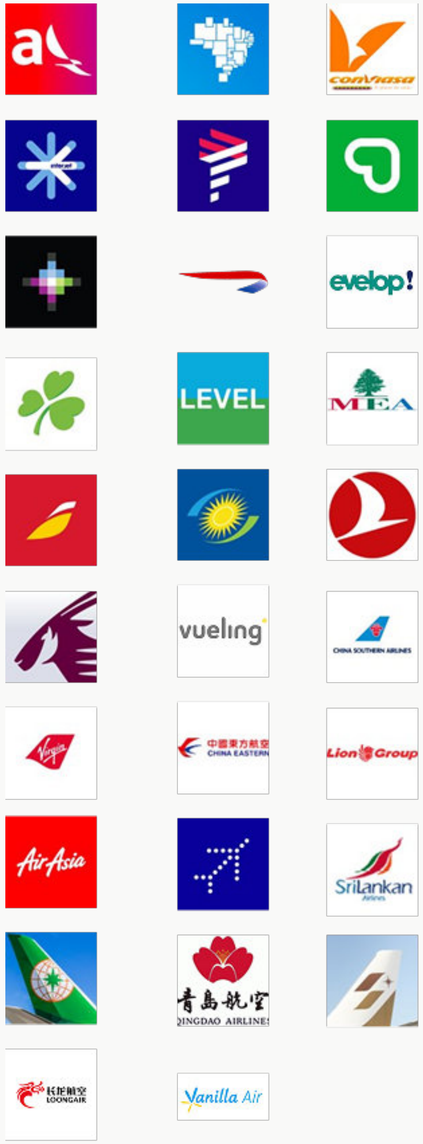
AIRBUS X RWANDAIR

BRAND NARRATIVE TRANSLATED INTO ZONE-BASED CABIN LANGUAGE

For **RwandAir**, I contributed to translating brand and cultural narratives into a **structured CMF direction** across the cabin, turning identity cues into a **zone-based design language.**

The work connected storytelling, seat and cabin applications, and **feasible material development**, helping create a **distinctive yet implementable** passenger experience.

SELECTED AIRLINE EXPOSURE



SELECTED PROGRAMME AND INDUSTRY CONTEXT

Beyond the selected examples shown here, my experience has developed across **multiple cabin programmes,** airline stakeholders and **supplier interfaces** in commercial aviation.

This broader exposure is what underpins the advisory offer presented here: connecting **brand intent, CMF direction** and **industrial feasibility** in a way that is both credible and programme-aware.

References available on request.