

World's 2028 Personnel Profiles

Event President



Michael Lassen is the Chief Operating Officer (COO) and Co-Founder of Air Sports Group. He oversees global operations and partnerships, embedding best practice in governance, regulatory compliance and safety. In addition managing CAT 1 events, he has produced airshows across the United States, Europe and the Middle East, and has completed Flight Display Director training with the UK Civil and Military Aviation Authorities.

Event Director



Claude Weber has more than 30 years' experience in ballooning and currently serves as President of the FAI Ballooning Commission (CIA). Recognised as a leading figure in the sport, he has held key leadership roles at multiple FAI Category 1 Championships and has been instrumental in planning and delivering major international competitions throughout his career.

Deputy Director



Kęstutis Petronis is a full-time professional hot air balloon pilot with nearly two decades of international commercial and sport flying experience. An EASA hot air balloon licence holder, he has logged 1,500+ flight hours and served as a competition official, international observer, technical director, and event organiser.

Safety Officer



Michael Hitchcock serves as Air Sports Group's Operations Manager and acting Safety Manager within the company's Safety Management System (SMS). A world-class air sports professional, he brings extensive experience in skydiving, paragliding, paramotoring, wingsuiting and BASE jumping. As an elite athlete, he has worked with leading manufacturers to develop and test next-generation air sports equipment.

PR Officer / Media Officer



Maria Dobrican is the Chief Commercial Officer (CCO) and Co-Founder of Air Sports Group. She has led global PR and media for Swoop Freestyle FAI World Championships, securing broad coverage and distribution. A driven entrepreneur and valedictorian business graduate, she specialises in commercial strategy, business development, and key-client management.