

JULIE MURPHY

Country Sales Manager, UK & Ireland

ANA – All Nippon Airways



Election Address

It would be my privilege to be a representative board member of the ITT as we continue the restart and reset of our industry and work purposefully towards a recovery across all segments of our industry. I will endeavour to use my aviation expertise and extensive experience to communicate the various measures and developments to continue to get passengers back into the sky and rebuilding customer confidence. By sharing these initiatives I would hope in some way to contribute to accelerating the recovery of tourism. Sustainable Tourism, after the pandemic, will be more important than ever. As representative of a growing destination, I would like to contribute to a healthy growth of sustainable tourism by engaging in discussions, sharing our best practices and creating new initiatives.

To enable the recovery and growth, collaborations across the industry will become more important than ever. I would like to benchmark my organisations initiatives and best practices based on UN Sustainable Development Goals or SDGs across to members as we collectively work towards rebuilding ethical, efficient and robust sustainable supply chains.

I bring a wealth of expertise and along with my drive, the use of my communication skills I hope to cultivate a culture of continuous improvement and to nurture and grow relationships as we grow and evolve as an industry.

Biography

Since joining ANA in 1997, in my current role I have significantly aided the growth of the brand, which is today rated as one of the top five airlines in the world and Japan's largest 5-star airline.

As the Country Sales Manager for the UK & Ireland, my responsibilities are for maintaining commercial actions through data analysis and proposing strategies to grow the business. My global airline industry expertise has helped raise the profile of ANA in the UK and Irish markets and established the foundations for maintaining and increasing customer loyalty.

I am often called upon for speaker and panel session opportunities at industry events and conferences and am currently a board member of the Foreign Airlines Association UK and a mentor for Women in Travel and the Institute of Travel Management.

Since 2018, I have been Chairperson for the Star Alliance Country Steering Group UK. As Chair, it's my role to direct the local business plan activities for the 23 Star carriers that serve across the UK and Irish markets and act as chief spokesperson for Star Alliance in the UK and Ireland.

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