

**JULIE MURPHY**

**Country Sales Manager, UK & Ireland**

**ANA – All Nippon Airways**



## **Election Address**

200-250 words

As a new board member 2 years ago it's my wish to continue the momentum of bringing a unique new perspective to the board. With a wealth of aviation and travel expertise providing a unique invaluable insight and perspective on navigating the complex dynamics of our industry. I have a strong understanding of the intricacies of customer needs and market demands, enabling me to contribute actionable strategies.

My passion for our industry drives my commitment to excellence and continuous improvement. I am dedicated to championing initiatives that promote sustainability, inclusivity, and excellence within our sector thus making a positive impact on both the industry and the communities it serves.

I am eager to continue to contribute my insights and drive positive change for the benefit of all stakeholders involved as our industry ever evolves, as a board member standing for re-election I will continue to be committed to innovation and collaboration and foster growth for the benefit of our industry.

I look forward to continuing to support the expansion of the membership and engaging with many of you in the coming months.

## **Biography**

Since joining ANA in 1997, 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 AWTE. I am a mentor via the Institute of Travel Management and other industry collaborations.

Since 2018, I have been Chairperson for the Star Alliance Country Steering Group UK. As Chair, it's my role to lead 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.

## Contact Details

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