



British Airways appoints Noella Ferns as Head of Sales, Asia Pacific.



Hong Kong, 12 April 2021: Noella Ferns has been appointed as Head of Sales, Asia Pacific, covering mainland China, Japan, Hong Kong, Singapore, Malaysia, Thailand and Australia, effective 01 April 2021. Noella will be based in Hong Kong and will be responsible for all sales and commercial activity for the region.

Over the last three years, as British Airways' Executive Vice President for Greater China & Philippines, Noella drove forward the airline's commercial and external communications strategy in key Chinese markets including Beijing and Shanghai.

Noella has over 30 years' experience at British Airways across senior management, sales and airport operations in Sydney, Hong Kong and Beijing. Results-driven and solutions-oriented, she brings to the team a notable track record of revenue and yield expansion, implementation of wider strategy, and team coaching. In her previous role at British Airways, Noella led the



regions activities, driving growth in corporate accounts, trade partnerships and new business, while also overseeing the airline's channel shift strategy.

British Airways' Head of Sales – Asia Pacific, Noella Ferns said: "I am honoured to be working across Asia Pacific; as such a dynamic, vibrant and innovative part of the world, it is a really important region for our airline.

"My immediate priority is to support all of our customers to book safe, flexible and hassle-free travel as soon as the skies open up. At British Airways we remain committed to providing world class innovation and technology to make our customers journeys as seamless as possible. And with direct flights to the UK we offer great connectivity to both our leisure and business travellers.

"I look forward to supporting our customers with their travel needs as soon as we are able to."

A graduate of the Monash University and WITS Business School, Noella enjoys travelling, music, and reading and is also a keen "foodie", enjoying the vast array of culinary delights the region has to offer.

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