



## **AIRLINE PASSENGER EXPERIENCE ASSOCIATION ELECTS 2011-2012 PRESIDENT, VICE PRESIDENT, SECRETARY, BOARD OF DIRECTORS**

Seattle, WA – The Airline Passenger Experience Association (APEX) today announced the election of a new president, vice president and three new members to its board of directors.

Chris Babb, senior product manager – customer experience, Delta Air Lines will succeed Patrick Brannelly of Emirates as APEX president. Linda Celestino, general manager – inflight services, commercial department at Oman Air will serve as vice president.

Newly elected board members include Luay Qunash, director – inflight product, Royal Jordanian, Alfy Veretto, manager – IFE content/partnerships for Virgin America and Ian Walberg, CEO of Airborne Interactive.

“Since 2010, APEX has broadened its scope to include all aspects of the air travel experience,” said APEX President Chris Babb. “In this short time, the association has made great strides toward meeting its new objectives. I look forward to continuing the evolution begun during Patrick Brannelly’s tenure as president, and to working with my colleagues from around the world. This is an exciting time for our industry as airlines and their partners introduce innovations that touch every aspect of the passenger experience, including seating, entertainment and communication technologies.”

The president, vice president, secretary and five director positions were up for election this year. Patrick Brannelly will now serve as immediate past president. Linda Palmer of Walt Disney Studios Motion Pictures Non-Theatrical will continue to serve as treasurer and Neil James of Panasonic Avionics Corporation will continue as a director. Both are sustaining members on the board, serving the second of their two-year terms.

Dominic Green, Spafax, was re-elected to serve as secretary for two more years. Kevin Bremer, Boeing Commercial Airplanes, and Leigh Mantle, Inflight Productions, were both re-elected as directors on the APEX Board. Kevin will serve a two-year term and Leigh will serve a one-year term.

The new officers have been duly elected by the voting membership of APEX which has representation from throughout the passenger experience industry from the world's leading airlines and vendors.

Results of the election were announced on Thursday, 15 September during the APEX Annual General Meeting (AGM). The AGM is a platform for APEX members to discuss important association business, plan for the future, and share ideas and comments about the association to the board of directors.

APEX EXPO is the premier event for the airline passenger experience industry. This year's event was collocated with the International Flight Services Association (IFSA) and Aircraft Interiors Expos America, and took place at the Washington State Convention Center in Seattle 12-15 September.

APEX 2012 EXPO will be held in Long Beach, California, 17-20 September.

The 2011-2012 APEX Board of Directors

*Officers*

President – Chris Babb, Delta Air Lines: Newly elected  
Vice President – Linda Celestino, Oman Air: Newly elected  
Secretary – Dominic Green, Spafax: Re-elected  
Treasurer – Linda Palmer, Walt Disney Studios Motion Pictures Non-Theatrical:  
Sustaining  
Immediate Past President – Patrick Brannelly, Emirates: Sustaining, new position

*Directors – One-Year Terms*

Luay Qunash, Royal Jordanian: Newly elected  
Alfy Veretto, Virgin America: Newly elected  
Leigh Mantle, Inflight Productions: Re-elected

*Directors – Two-Year Terms*

Neil James, Panasonic Avionics Corporation: Sustaining  
Kevin Bremer, Boeing Commercial Airplanes: Re-elected  
Ian Walberg, Airborne Interactive: Newly elected

**ABOUT APEX:**

The Airline Passenger Experience Association (APEX) encompasses a network of businesses and professionals that are committed to providing a world-class airline experience for passengers around the globe. Every day, APEX members are improving every aspect of the airline experience: from designing, building and installing seating, entertainment and communications systems on commercial aircraft, to airport lounges and inflight dining. Visit [www.apex.aero](http://www.apex.aero) for more information.

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