

OpenSkies Announces New Senior Leadership Team

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OpenSkies, a new premium transatlantic airline from British Airways, today announced a number of key appointments to its senior leadership team.

Ron DiLeo joins OpenSkies as senior vice president of marketing and sales and is in charge of overseeing all marketing, sales, and distribution activities for the company. With 30 years of travel industry experience, he joins OpenSkies from American Express where he was senior vice president and general manager of Business Travel Europe.

Joe Laughlin was appointed vice president, North America sales and will manage all of OpenSkies' sales and customer operations in North America. Mr. Laughlin spent over 30 years with United Airlines in a number of senior positions including vice president of sales.

Chris Vukelich joins OpenSkies as vice president, distribution and eCommerce. He has logged more than 30 years in the airline, hotel, tour operator and travel distribution sectors holding senior roles with such industry leaders as British Airways, Hilton International, and Travelport.

Tracy Sandford will serve as vice president, marketing with responsibility for all marketing, advertising, and promotional activities as well as brand and product development for the company. Prior to OpenSkies, she played a key role in the launch of JetBlue Airways and held the position of director of advertising and promotions.

Jonathan Rossman joins OpenSkies as manager, revenue management. Before joining the airline, Mr. Rossman was a business analyst for Sabre Holdings.

"We couldn't be more proud of the talent and industry expertise shared by these new members of our senior leadership team," said Dale Moss, managing director, OpenSkies. "Establishing a new airline is a challenging task that requires a group of highly skilled and experienced professionals. I'm thrilled to have talent like this on board as we work together to create the premier transatlantic travel experience."

OpenSkies received approval to begin operations from the U.S. Department of Transportation earlier this month. The airline will launch its first route on June 19 with daily flights between Paris' Orly and New York's JFK Airport. OpenSkies plans to offer a truly premium and intimate travel experience. The airline will provide superior customer service and innovative features, including 6 foot, fully flat beds in business class, personal entertainment units with 50+ hours of programming and creative and healthy meal service.

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