



## **Vice President Head of Global Sales Steve Smith Announces Retirement; Japan Airlines Strengthens Regional Sales Roles**

**Tokyo, Japan (September 1, 2020):** Japan Airlines (JAL) announced today that Steve Smith, Vice President Head of Global Sales, will retire from September 30, 2020. With Smith's planned retirement, the airline will concurrently adopt a strengthened regional sales structure to cover the Americas, Europe and Asia/Oceania regions.

Smith began his aviation career 39 years ago at Delta Air Lines. Early on, he participated in an exchange program allowing employees to better understand the airline business, resulting in experiences in reservations, airport operations and cargo before eventually settling into sales and marketing roles. He held leadership positions in sales for the U.S., Europe and Worldwide prior to joining Japan Airlines in 2006 as the Vice President Sales in the American Region.

At Japan Airlines, Smith immediately began reworking the organization's North America sales structure by placing a heightened emphasis on TMC and Corporate growth, which yielded important and consistent revenue gains from these channels. Thereafter the airline expanded his leadership role to Head of Global Sales where he synchronized the worldwide sales plan, including Europe, Asia and Oceania, with the company's overall long-term corporate strategic plan. He also worked strategically with alliance partners to improve JAL's performance and position in shared corporate contracts. In addition to his successes in leadership, Smith elevated the airline's global visibility through his active membership and participation in industry organizations, and he often represented the airline as a panelist or speaker at conferences and events.

"Steve has made great achievements during his 14-year service at Japan Airlines. Under his guidance, the company has established a Global Sales Department, and successfully oversaw corporate sales in the Americas, Europe, Southeast Asia, and China," said Yuji Koyama, Vice President Global Sales Department. "As the consummate professional, each of us at JAL has been positively impacted by his contributions and I would like to personally thank Steve for his leadership over the years. On behalf of JAL, I would like to wish him a healthy and happy retirement."

With the announcement, the JAL Global Sales structure will continue to be headed by Tokyo-headquarter based Koyama. The re-alignment continues to include a dual regional reporting for the following leaders who will concurrently assume strengthened responsibilities:

- Steve Myer, Regional Vice President Global Sales – The Americas
- Jackie Clark, Regional Vice President Global Sales – Europe
- Richard Engelmann, Regional Vice President Global Sales – Asia/Oceania



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The overseas sales structure will also continue to be agile and regionally focused and based on the foundations implemented by Smith, and allow the airline to adapt with the ever-changing market needs and to ensure that all revenue streams including with partners can be maximized.

End

### About Japan Airlines

Japan Airlines is a certified 5-Star Airline and has been awarded second in the World's Best Airline Cabins for Cleanliness in 2019 by Skytrax. JAL is committed to providing customers with the highest level of safety and quality in every aspect of its service and our JAL FlySafe enhanced measures have been implemented both on the ground and in-flight to support customers with essential travel needs today and those with travel plans in the future. The airline offers a network that reaches over 400 cities in more than 60 countries and regions together with its codeshare partners. JAL SKY SUITE cabins across the Pacific include award-winning lie-flat seating in business class.

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