

Juha Järvinen leads the commercial function with responsibility for Network Planning, Joint Venture & Partnerships, Sales, Revenue Management, Distribution, Government Affairs, Sustainability, Holidays and Cargo business units, and core contribution to becoming the most loved travel company.

Prior to joining Virgin Atlantic, Juha held senior commercial and operations positions at Finnair and SAS Scandinavian Airlines, and is currently president emeritus of the Airline Passenger Experience Association [APEX] Board, a US based non-profit association representing the global airline, technology and entertainment industry which looks at ways to continue improvements in customer experience.

