

Anuvu's Estibaliz Asiain elected to APEX Board



Estibaliz Asiain, SVP Media & Content at Anuvu, has joined the APEX Board of Directors

Estibaliz Asiain, SVP Media & Content at [Anuvu](#), has been appointed to the Board of Directors at [APEX](#) during this year's APEX/IFSA Expo in Long Beach, California.

"I'm honored and humbled to be chosen to represent our industry. As an organization that influences innovation and best practices for the aviation industry, we have an opportunity to really drive the passenger experience of the future," said Asiain in an accompanying statement from September 22. "I look forward to collaborating with the APEX Board and all of its members as we work toward this common goal."

"Our industry is at an inflection point where content and connectivity are merging. The two can no longer be viewed independently as airlines strive to build compelling and engaging experiences," added Josh Marks, CEO at Anuvu. "Est will bring unique insights to the board through her background in both arenas, giving her a deep understanding of the customers' needs and the possibilities created by both industries joining together. This will prove invaluable in her work with APEX."

Prior to joining Anuvu where she oversees the entire purchasing and licensing for media and content, Asiain worked at the family-run boutique, Transvision On Board Entertainment, alongside the mid-sized international business IFE Services.