

APEX announces Katie Murphy as Director of Membership & Events



Katie Murphy, Director of Membership & Events APEX

The Airline Passenger Experience Association (APEX) announced today that Katie Murphy has been selected as Director of Membership & Events. "In her new role, Murphy will serve as a key leader at APEX, working with senior executives at all of the world's leading airline suppliers and related industry leaders to drive world-class member satisfaction across the organization's flagship events," the release said.

The announcement detailed that Murphy will be responsible for expanding the organization's prominence in the industry, fostering opportunities in advancing the aviation industry and identifying creative ways to meet customer needs in the world of face-to-face events, content, and media.

"The APEX Board of Directors approved Katie's addition for her exceptional industry expertise, leadership, and proven track record in delivering world-class customer event satisfaction and driving

incredible results for airline suppliers. We are confident she will drive APEX's membership and events to the next level of excellence and prominence," said APEX CEO Dr. Joe Leader in the April 18 release.

Murphy is a recognized aviation industry event leader with 20 years of experience in international business events. She led the Aircraft Interiors Expo (AIX) in Hamburg, Germany for ten years.

"I am honoured to join the talented team at APEX and to work closely with our members who represent the full breadth of the air travel industry," said Murphy in the release. "Every aspect of airline passenger experience plays a vital role in making a difference in today's competitive global market. I'm so excited to work alongside airlines and suppliers to drive innovation and value that positively benefits our customers, our industry, and the countless individuals who work tirelessly to make every aspect of air travel a pleasure."