

# Panasonic appoints Abby Bried as Vice President and General Counsel



Abby Bried is appointed Vice President and General Counsel of Panasonic Avionics Corporation

[Panasonic Avionics Corporation](#) has today announced the appointment of Abby Bried as Vice President and General Counsel.

Bried will advise on laws, regulations, public policy, ethics and risk that impact the company. She will oversee and lead Panasonic Avionics' legal team in its delivery of legal services and other resources throughout the company to accomplish its corporate goals, strategies and priorities.

She will also serve as a member of Panasonic Avionics' senior leadership team, developing and leading its corporate legal strategy.

In the position, Bried will report directly to Jessica Hodkinson, Vice President, General Counsel and Secretary of Panasonic Corporation of North America, with a dotted line reporting structure to Panasonic Avionics' President and Chief Executive Officer, Ken Sain.

"We are delighted to welcome Abby to Panasonic Avionics. With her longstanding experience and proven track record as a legal counsel, and deep rooted knowledge of aviation, we know she will be a great asset to our business," said Sain.

Bired has more than 25 years of experience in the aviation industry as a trusted legal advisor and business partner at three major US carriers - Northwest Airlines, Continental Airlines and United Airlines, where she was Associate General Counsel from 2012 to 2017.

She joins Panasonic Avionics from the international law firm, Jenner & Block LLP, where she was a Washington DC-based partner, building a new aviation and aerospace practice group that focused on commercial aviation as well as emerging technologies in operational and manufacturing areas.

"As aviation recovers from its biggest economic challenge, Panasonic Avionics will play a crucial role in transforming the customer experience and enhancing airline operations, and I am thrilled to be joining this innovative industry leader at this critical time," Bried said.

She is recognized as a global legal, compliance and diversity leader in the aviation industry, with key roles in trade associations including IATA (International Air Transport Association) and A4A (Airlines for America). She is also the past President of the International Aviation Women's Association (IAWA).

Bried attended Southern Methodist University where she studied Political Science and Asian Studies, followed by a juris doctorate from Mitchell Hamline School of Law.