

Stellar Entertainment welcomes Jono Fagg as Senior Technology Strategist



Jonathan Fagg (Jono), Senior Technology Strategist, Stellar Entertainment

[Stellar Entertainment](#) has announced the appointment of Jonathan Fagg (Jono) as Senior Technology Strategist, reinforcing the company's continued investment in next-generation digital experiences, AI-enabled content ecosystems and connected cabin innovation.

In this newly created role, Fagg will partner closely with Stellar's VP of Technology to help shape the company's evolving technology vision and innovation roadmap. Bringing more than 15 years of experience leading enterprise digital transformation, customer experience innovation and emerging technology strategy across global organisations, he joins Stellar at a pivotal moment as the aviation and inflight entertainment sectors rapidly evolve toward more intelligent, personalized and connected passenger experiences.

Fagg has spent his career translating emerging technology into commercial outcomes for global

organisations, bringing deep experience across digital transformation, customer experience and product strategy. He has held senior leadership roles in North America and Asia-Pacific, including Senior Director of Digital Experience at GoodLife Fitness, Canada's largest gym operator and fifth largest globally, and senior positions at JD Power, where he partnered with leading automotive manufacturers including Ford, General Motors, Volkswagen, Toyota, and Fiat Chrysler. His work has spanned CX platforms, digital commerce, AI-driven solutions and product leadership inside large, global organizations.

"Stellar's SaaS solutions across both our Lab and CSP businesses have proven to be a genuine point of difference for our commercial partners," said Sam Allen, CEO, Stellar Entertainment. "As airlines continue to rethink the passenger experience through the lens of connectivity, personalisation, and intelligent digital services, bringing Jono into the business represents another important step forward in our innovation journey. He has a proven ability to identify where technology is heading and translate that into real business impact, and we're delighted to have him as part of the team."

On joining Stellar, Fagg said, "I have always been drawn to industries mid-disruption, that is where the most interesting work happens. IFE is in that moment right now, and Stellar is one of the few players with the foundation to shape what comes next rather than react to it."

In his new role, Fagg will work cross-functionally across the business, collaborating with clients, strategic partners, and technology providers to help advance Stellar's innovation initiatives, support next-generation commercial opportunities, and contribute technical and strategic insight across the company's product and platform ecosystem.

He will also play a key role in identifying emerging technologies, new service offerings, and future-focused business opportunities as Stellar continues to scale its capabilities globally.

A recognized voice in the technology industry, Fagg has spoken at industry and technology conferences, including Adobe Summit and Fitness Technology Summit, been named a finalist in the Adobe Experience Maker Awards and received the IABC Golden Quill award. He joins a growing international team at an exciting moment for Stellar and the wider inflight entertainment industry.