

West Entertainment announces slate of promotions



From left to right: Ayesha Virji, Account Director, Eric Silverstein, Vice President, Operations and Technology, and Lindsay Arellano, Senior Account Director

[West Entertainment](#) announces today a variety of promotions.

Eric Silverstein, Vice President, Operations and Technology

Eric Silverstein is named Vice President, Operations and Technology. Silverstein brings more than 20 years of experience to the role and has been an integral part of West's success over the past 5 years. He will oversee West's CSP Operations, working in conjunction with The Lab @ West to ensure smooth deliveries for West's clients, whilst also seeking continuous improvement to processes and the [We by West](#) platform to meet the demands of the growing client base. Silverstein also manages all new technologies and partnerships – being the key driver of success for West's DnA initiatives and Jetset AI product.

“Working with an extraordinary team over the last five years, while developing our new suite of solutions, we have been able to adapt and remain laser focused on our customer needs. The journey ahead is exciting and very promising,” he said.

Lindsay Arellano, Senior Account Director

Lindsay Arellano is promoted to Senior Account Director, having expertly managed her client accounts through both the challenges and opportunities over the last few years. Arellano has expert leadership skills, operational excellence and world class client services. She specializes in personalized service, ensuring that West’s clients are taken care of while managing the diverse programming offered to her clients.

Ayesha Virji, Account Director

Ayesha Virji is now Account Director for West Entertainment, having demonstrated flexibility and the ability to pivot during the pandemic, turning her attention to the Fly division, and demonstrating superb organizational skills combined with a genuine passion for content and service. In her role she will continue to work on her airline accounts, and also oversee West’s Cruise division as it begins to recover post-pandemic.

“I could not be happier with the way the West team has adapted, grown and thrived during the past 18 months – it is their dedication, passion and hard work that are driving West’s continued success,” said Kate Groth, President at West Entertainment.