

## West Entertainment appoints Al St. Germain as SVP Entertainment



Al St. Germain, Senior Vice President, Entertainment, West Entertainment

[West Entertainment](#) has announced that Al St. Germain has joined the company as Senior Vice President, Entertainment. St. Germain will partner with West CEO Rick Warren and President Kate Groth to help lead the business as West combines its industry-leading technology with exceptional customer service. Together, the team will help airlines use passenger intelligence, connectivity, and entertainment technology to create more personalized experiences and unlock greater value from every connected journey.

St. Germain brings an extensive airline customer experience background to West, including fourteen

years in leadership at Spafax, where he transformed that company's U.S. inflight entertainment business and spearheaded relationships with some of the world's biggest carriers. His diverse career also includes customer experience roles at two major airlines, plus work in branding, marketing, content creation, advertising and licensing.

### **Leading West's next phase of growth**

St. Germain will bring a fresh, customer-first perspective to West, grounded in a keen understanding of airline business needs and the impact of emerging technological trends on the broader travel sector. He is also a seasoned executive with a strong history of leading multinational teams through critical periods of business, economic and technical transformation. Moreover, he understands the interconnected global nature of the airline business, having worked with customers in more than two dozen countries, the October 7 press release stated.

"I could not be happier that Al is joining our leadership team," said Kate Groth, President of West Entertainment. "He knows our business inside and out and is a proven leader with an innovative, forward-thinking approach and strong market instincts. As we continue to redefine passenger engagement across the travel sector, Al's vision and depth of experience make him the perfect fit to help drive West's continued growth."

As SVP, Entertainment, St. Germain will collaborate with West's team of industry innovators as they continue to build tailored solutions for the company's airline, cruise, and studio customers, highlighted by WestIQ, the company's passenger intelligence and personalization solution, and StreamIQ, its cloud-based entertainment and streaming platform. Additionally, his wide-reaching industry relationships will help add even more customers to West's already impressive roster.

"I am delighted to join the West team at a time when airline customer experience is changing faster than ever," said St. Germain. "I have had the pleasure of knowing Rick, Kate, and the broader West team for a long time, and I am incredibly impressed with what they have built across the business, especially WestIQ and StreamIQ. West is poised for its next stage of growth, and I'm eager to help make that happen."

Rick Warren, Managing Partner and CEO of West Entertainment, also said, "Al's deep expertise in airline customer experience, paired with his track record of leading high-performing teams through industry transformation, makes him a tremendous addition to West. Having known Al for many years, I've seen firsthand the passion and strategic insight he brings to the table. His leadership will be invaluable as we scale our CSP business along with our AI, personalization, and streaming technologies to deliver even greater value for our global airline partners."