

West Entertainment appoints Asif Khan as SVP of Entertainment



Asif Khan, SVP of Entertainment at West Entertainment

[West Entertainment](#) announced in a December 5 press release that Asif Khan has been appointed as SVP of Entertainment. Khan, formerly of [Etihad Airways](#), brings over 24 years of IFEC industry

experience to the role.

“It is a pleasure to be working with Asif again. As a supplier to Etihad Airways for the past five years, and working with Asif quite closely, I have been impressed by Asif’s knowledge, management skills, and his ‘taking care of business’ approach that I know will be a tremendous asset to the West Entertainment team,” said Rick Warren, Managing Partner at West Entertainment.

Kate Groth, VP Content and Client Services at West Entertainment said, “We are very excited to add Asif to the team – bringing his expertise from the airline perspective, as well as all round brilliance in all things entertainment and connectivity. He is the perfect person to drive West forward in 2024 and beyond.”

Asif managed all aspects of Etihad’s IFEC, allowing him to bring unique insight to the SVP of Entertainment position at West Entertainment that will benefit the company’s clients. Early in his career, Khan worked with and managed IFE accounts in Southeast Asia, including Dragonair and Cathay Pacific Airways.

He later moved to the Gulf region, managing the Middle East office for Inflight Productions, based out of Dubai. Key clients included Etihad Airways, Emirates and Qatar Airways.

In 2012, Asif joined Etihad Airways as Manager of Inflight Entertainment Operations, responsible for implementing Connectivity Services across the airline’s fleet. He took on more responsibilities within the airline over the years and eventually went on to Head the IFEC and Publications portfolio.

Khan was integral to the development and delivery of Etihad’s IFEC strategy and products which included digital entertainment (seatback and wireless), applications, connectivity services and publications, in addition to managing the E-BOX entertainment brand.

“I am very much looking forward to working with West Entertainment in developing and growing their business,” Asif said. “Rick and Kate have great relationships and a stellar reputation in the IFE industry, and I am pleased they have placed their faith in me. I am excited to be in the CSP space once again giving me a chance to work with multiple airlines in different markets.”

Asif holds a Bachelor’s degree in Communications and a Master’s degree in International Business. He will initially be based in West Entertainments’ UAE office, travelling to the US frequently to work on business strategy and sales.