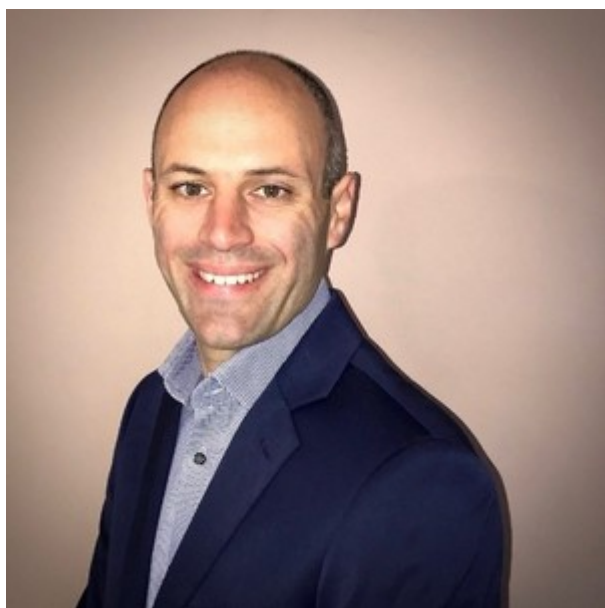

Zodiac appoints new VP IFE Products and Strategy

By **Rick Lundstrom** on March, 23 2020 | People



Benjamin Asmar, Zodiac's VP IFE Products and Strategy

Benjamin Asmar, formerly of [Virgin Australia](#), is [Zodiac Inflight Innovation](#)'s (Zii) new VP IFE Products and Strategy, the company announced today. Asmar will manage Zii's product group in the development and deployment of products and services for its [RAVE](#) IFE system.

During his time at Virgin Australia, he directed the airline's product development and customer service group, most recently leading a team of 20 professionals looking to create the "next big thing" in passenger experience.

"We are looking forward to Ben bringing his airline perspective to our team, helping Zii to continue the RAVE tradition of bringing unprecedented product innovations to our market," said Larry Girard, Executive VP and Chief Commercial Officer at Zii, in a statement about the appointment.

Asmar also commented: "I am absolutely thrilled to be joining the Zii team. RAVE is a fantastic product and the team at Zii have really thought about what makes airline operations difficult and frustrates passengers when it comes to inflight entertainment and have gone about removing these pain points to give passengers a world-class IFE experience whilst reducing operational overheads. I'm looking forward to working with the team to continue to drive innovation in passenger experience."