

Etihad Airways appoints Arik De as Chief Revenue Officer, newly created role



Arik De, Chief Revenue Officer, Etihad Airways

[Etihad Airways](#) recently appointed Arik De as its Chief Revenue Officer. In the new role, De will oversee a new organisational division focused on revenue.

Since April 2022, De has served as Vice President of Revenue & Commerce at Etihad Airways, where he was responsible for revenue management and e-commerce.

"With the world quickly returning to pre-Covid levels of travel, we have a unique opportunity to build on and strengthen our leading position," said Antonoaldo Neves, Chief Executive Officer at Etihad Airways.

"Our new Revenue division will deliver state-of-the-art revenue management capabilities, broaden our airline partnerships and enhance our network to better serve our guests and our home of Abu Dhabi."

In this newly created role, which will report to the Chief Executive Officer, De will oversee key revenue-related functions including Revenue Management, Distribution & E-commerce, Network Planning, Alliances & Joint Ventures, Aeropolitical & Industry Affairs, and Etihad Guest, the airline's loyalty program.

"Arik has had a substantial positive impact on our revenue performance over the past nine months, and I look forward to closely working with him as we build on these interdependent areas, which are critical for financial sustainability," Neves said.

Having started his career over 20 years ago in finance at the International Monetary Fund, De has spent the last 15 years working within the aviation industry. De has previously held leading positions at WestJet, Air Asia, Aeroméxico, and most recently, TAP Air Portugal, where he was the Chief Revenue & Network Officer. He holds a Master's degree in Finance and Policy from the University of Chicago and

"I am excited to take on the Chief Revenue Officer role at a time of such opportunity, as international travel demand kicks into high gear. Etihad Airways has an incredible product, service and team behind it, and I look forward to working together to enable growth and deliver value as we take our airline to new heights," said De.