

Virgin Atlantic appoints Anthony Uphill as Vice President Sales



Anthony Uphill joins Virgin Atlantic as Vice President of Sales

[Virgin Atlantic](#) has appointed Anthony Uphill as Vice President Sales, effective May 5, as the airline looks to strengthen its commercial strategy and expand revenue opportunities.

In the role, Uphill will oversee the airline's sales performance, with responsibility for corporate and agency channels. He will also work closely with joint venture partners [Delta Air Lines](#), [Air France](#) and [KLM](#), while exploring additional growth opportunities through SkyTeam and other global partners.

Uphill brings extensive experience in the travel industry, having held senior commercial roles with international airlines and leadership positions at [Amex](#) Global Business Travel and Amex Travel. Most recently, he was responsible for the international airline partner portfolio at Amex Travel, focusing on strategic revenue growth and delivering enhanced value for premium customers.

"I have long admired Virgin Atlantic and I am delighted to be taking on this pivotal role at such an exciting time for the business," Uphill said. "The airline has a powerful brand, a differentiated premium proposition and strong global partnerships, which together create significant opportunity in the corporate and agency space."

He added that he aims to drive sustainable revenue growth while strengthening relationships with partners and customers worldwide.

CCO Dave Geer said Uphill's experience and leadership will be key as the airline evolves its B2B sales strategy. "Anthony brings a wealth of global commercial experience and a deep understanding of the evolving needs of corporate and agency customers," he said.

The appointment comes as Virgin Atlantic continues to expand its global partnerships and focus on

long-term growth across its network, with an emphasis on strengthening joint ventures and alliance collaboration.