

Virgin Atlantic names Sophie Woodford VP Brand & Marketing



Sophie Woodford, Vice President Brand & Marketing, Virgin Atlantic

[Virgin Atlantic](#) has appointed Sophie Woodford as Vice President Brand & Marketing, overseeing end-to-end marketing delivery, including customer growth and performance.

Woodford will take up the role on July 9. She joined Virgin Atlantic three years ago and most recently served as Head of Creative & Design, leading the airline's creative, content and studio teams.

During her time with Virgin Atlantic, Woodford played a key role in shaping the design vision behind the airline's new Los Angeles Clubhouse and recently refurbished Heathrow Clubhouse. The spaces

reflect Virgin Atlantic's brand identity, with an emphasis on personality, design and passenger experience.

Before joining the airline, Woodford held several marketing and commercial leadership roles at Kimberly-Clark and Alcon. In her new position, she will focus on strengthening the Virgin Atlantic brand, driving passenger preference and supporting long-term profitable growth.

"I am incredibly proud to take on this role at such an exciting time for Virgin Atlantic," said Woodford. "Our brand is known for its unmistakable personality, sense of fun and reputation for doing things differently, and I cannot wait to work with our brilliant teams to bring that spirit to life in fresh, creative ways that inspire customers and drive long-term growth."

Juha Jaervinen, Chief Customer Officer at Virgin Atlantic, said Woodford has already made a significant impact at the airline.

"Sophie has already made a significant impact at Virgin Atlantic, combining creative excellence with commercial focus and a deep understanding of what makes our brand so distinctive," said Jaervinen. "She is an exceptional leader, and I am delighted that she will be leading our Brand & Marketing team as we continue to invest in our customer proposition and the future growth of the airline."