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# WestJet welcomes back Rossen Dimitrov

By **Melissa Silva** on May, 11 2017 | Airline & Terminal News



WestJet has announced that Rossen Dimitrov will return to WestJet as Chief Guest Experience Officer effective May 15, 2017. Dimitrov was WestJet's Director of Inflight Services from 2011 to 2013.



"Rossen has earned a very strong, internationally recognized reputation for helping create a world-class guest experience in his more recent role as Senior Vice-President, Customer Experience, at Qatar Airways," said Cam Kenyon, WestJet Executive Vice-President Operations. "His experience, ability and proven track record with guest experience and hospitality will serve WestJet particularly well as we begin our exciting journey of growth as a long-haul, global carrier."

Dimitrov will be responsible for WestJet's Inflight, Catering, Contact Centre, Onboard Product Development and Guest Experience teams. He will also provide experience and expertise as WestJet launches its new Boeing MAX aircraft with elevated Plus service, and will be a key team member as the airline makes product and configuration decisions for its recently announced 787-9 Dreamliner fleet.

"I have always loved WestJet and am excited to be returning as the airline is about to go global," said Dimitrov. "I am thrilled to be re-joining a dynamic and growing airline, and believe our ongoing success comes from the outstanding people and culture that make up our business."

Dimitrov has worked with multiple global airlines including Qatar Airways where he helped launched its Business Class product — Qsuite. Dimitrov was ranked third on Future Travel Experience's "Power 1

List 2016." He helped Qatar Airways garner a number of awards and accolades including Skytrax's 2016 World's Best Business Class, World's Best Business Class Lounge, and Best Airline Staff in the Middle East. Dimitrov also sits on the Future Travel Experience Advisory Board.