

Guest Column: Leading with purpose

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A soft product from a recent collaboration with Air Astana

In this Guest Column, Jennifer Green, President and Co-Founder of Procurall Solutions, introduces the talented team behind the successful inflight solutions company.

At the heart of [Procurall Solutions](#)' success is a team of talented women driving our vision forward. We are excited to introduce a few key members who are instrumental in shaping our journey.

Fabienne Faure, our Managing Director, is a key partner at Procurall. With nearly 20 years of experience in the travel industry, her strategic approach to product development and her ability to translate brand vision into tangible products have been pivotal in creating innovative solutions for our clients. Her expertise in cross-functional project management allows her to seamlessly coordinate teams and resources, ensuring the successful delivery of award-winning, tailored offerings for airlines around the world. Fabienne's dedication to excellence drives us to develop forward-thinking, sustainable solutions that elevate value while maintaining the highest standards of luxury.

Laura Loria, our Design Director, leads our creative strategy with a vision that aligns all branding and design initiatives closely with our clients' objectives. With more than 10 years of experience in industrial product design, her methodology not only captures the essence of the travel industry but also anticipates emerging trends and the evolving needs of today's travellers. Laura fosters an environment where innovation thrives, empowering her team to explore new ideas and perspectives. By encouraging collaboration and open communication, she ensures that each project is creatively

ambitious and strategically sound, delivering results that align with the future of travel and sustainability.

Christin Behrens, our Director of Operations and Pricing Manager, plays a crucial role in driving operational excellence across the organization. Her commitment to mastering the complexities of the international supply chain enhances her pragmatic guidance and analytical expertise.

Christin excels at streamlining processes, elevating deliverables and developing pricing models that balance profitability with market competitiveness. Her exceptional ability to merge operational efficiency with a deep understanding of global supply dynamics is invaluable to our continued growth and long-term success.

Together, these remarkable women embody the spirit of innovation, collaboration and purpose that defines Procurall Solutions. Their expertise and commitment to excellence continue to push the boundaries of what's possible in the travel and hospitality industries, moving us forward with passion and purpose, while ensuring we remain at the forefront of delivering sustainable, high-quality and innovative industry solutions.