

Ethiopian Airlines' Bekele joins APEX Board of Directors



Samson Arega Bekele, Group Vice President Customer Experience, Ethiopian Airlines

Samson Arega Bekele, Group Vice President Customer Experience, [Ethiopian Airlines](#) has been appointed to the APEX Board of Directors following a unanimous vote. He will serve the airline board term through November 2026.

"Honored and humbled to join the APEX Board of Directors, which is the second largest international airline association in the world," said Samson Arega Bekele, Group Vice President Customer Experience, Ethiopian Airlines, via LinkedIn. "Grateful to the APEX team and fellow board members for the warm welcome and the unanimous vote of confidence. It is a privilege to represent Ethiopian Airlines and the African aviation community at such a global platform."

Ethiopian Airlines Group Chief Executive Officer, Mesfin Tasew, is set to deliver a keynote at [APEX/IFSA Global EXPO 2025](#) in Long Beach, California, on September 9, further expanding the airline's presence within the APEX community.

"Samson Arega Bekele's commitment to elevating the passenger journey makes him an ideal addition to the APEX Board," said APEX Group CEO Dr. Joe Leader. "With Ethiopian Airlines reaching more destinations globally than nearly any other airline, his insight strengthens APEX's global strategy."

Bekele added, "As we continue to transform the passenger experience both in the air and on the ground, I look forward to contributing ideas, learning from the best and helping shape the future of air

travel with empathy, innovation and cultural authenticity. Thank you to everyone who has been part of this journey. The best is yet to come.”