Spafax CEO Niall McBain to receive APEX Lifetime Achievement Award

This is a special feature from the November 2026 APEX FTE EXPO issue of *PAX Tech* on page 8.



Niall McBain, CEO, Spafax

Niall McBain, CEO of Spafax, will receive a 2026 APEX Lifetime Achievement Award at APEX FTE EXPO in Singapore on November 19. The award honors career-long contributions to the passenger experience. He is one of two 2026 recipients, alongside Terry Steiner, President of Terry Steiner

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International.

McBain joined Spafax in London in 1995, became U.K. Managing Director in 1998, and has led the company as CEO since 1999. He came to inflight entertainment from satellite broadcasting, having helped launch the UK's first direct-to-home satellite TV service in 1987. Early in his Spafax career, he secured the first syndication of Olympic Games TV programming for airlines.

In his more than 25 years at the helm, he has steered Spafax through 9/11 and the pandemic, growing it from a content provider into a business spanning content programming, media sales, studio production, publishing and technical services.

He has also backed APEX throughout his tenure. Spafax tells *PAX Tech* that nominations for McBain came from Terry Steiner and Joan Fillipini, SVP Non-Theatrical Sales at Paramount Pictures.

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