

**Julie Murphy**

**Head of Trade Relations and Partnerships EMEA, Country  
Sales Manager UK and Ireland**

**ANA – All Nippon Airways**



## **Election Address**

Over the past two years on the board, I have focused on bringing a practical, commercially grounded perspective to the Institute, and I would value the opportunity to continue building on that contribution.

My career in aviation and travel has given me a front-row view of how quickly our industry is evolving, and how important it is that we remain connected, relevant, and forward-looking. I bring both strategic insight and hands-on experience, helping ensure our discussions stay grounded in the real challenges and opportunities facing our members today.

I am passionate about supporting an industry that is not only resilient, but also responsible. Championing sustainability, inclusivity, and meaningful progress remains important to me, alongside maintaining a clear focus on delivering value for our members.

As a board member, I believe in contributing with energy, openness, and a collaborative mindset, while also being willing to challenge thinking when it matters to help move us forward. If re-elected, I will continue to support innovation, strengthen engagement across the membership and contribute to the Institute's ongoing growth.

I look forward to continuing those conversations with many of you over the coming months.

## **Biography**

I've been with All Nippon Airways (ANA) since 1997, and over that time I've had the opportunity to contribute to the growth of the brand across the UK and Ireland and EMEA. Today, ANA is recognised as one of the world's leading 5-star airlines, and I've been proud to play a part in strengthening its presence in these markets. In my current role as Head of Trade Relations & Partnerships, EMEA, I focus on commercial strategy, distribution, and partnership development. My experience has given me a strong understanding of the complexities of the aviation and travel industry, and I enjoy translating that into practical, actionable approaches that support both growth and long-term value.

Alongside my role, I'm actively involved in the wider industry. I regularly speak at events and panels, serve on the boards of the Foreign Airlines Association UK, previously AWTE, and mentor through the Institute of Travel Management and other initiatives. Since 2018, I've also chaired the Star Alliance Country Steering Group UK, leading collaboration across 23 member airlines within the UK and Ireland.

## Contact Details

[juliem@ana.co.jp](mailto:juliem@ana.co.jp)

<https://www.linkedin.com/in/juliemurphyana/?originalSubdomain=uk>

M: 07966 330 510