MALAYSIA AIRLINES ANNOUNCES LEADERSHIP APPOINTMENTS FOR EXECUTIVE COUNSEL AND HEAD, MARKETING

News / Personalities

Malaysia Airlines today officially announced the appointment of two leadership positions – Nik Azli Abu Zahar as Executive Counsel with effect from 1st November 2015 and Charles D. McKee as Head of Marketing with effect from 14th September 2015.

Announcing the appointment, Malaysia Airlines Berhad's Chief Executive Officer Designate Christoph Mueller said "On behalf of the management team, I am pleased to welcome Nik Azli and Charles McKee to Malaysia Airlines. Both individuals bring with them a wealth of experience that will contribute to Malaysia Airlines' recognition as one of the world's leading airlines."

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Nik has over 19 years of experience in the legal (counsel and in-house) and management field and will be assisting the Company in setting up a streamlined approach to managing, negotiating and entering into contracts with the diverse range of the airline's business partners.

Prior to his appointment, Nik was the General Counsel for SapuraKencana Petroleum Berhad.

He was formerly Head of Legal in Sime Darby, Energy & Utilities Division (2010 – 2011), Legal Assistant and Partner at Zul Rafique and Partners (2004 – 2010).

Nik holds a Bachelor of Laws (Honours), University of Newcastle Upon Tyne, United Kingdom.

The new Head of Marketing, Charles McKee has a background in leading marketing teams in the airline, hospitality and destination marketing industries. His 27 years of experience in marketing and managing world-class travel brands will enable the airline to stay ahead of competition and provide greater customer experience.

Prior to his appointment, Charles was responsible for repositioning the Delta Hotels and Resorts brand, Canada's largest full-service hotel company. His other travel industry experience includes chief marketing and other commercial leadership roles at Air Canada, the Canadian Tourism Commission, lastminute.com PLC, and Virgin Atlantic Airways.

Charles graduated from Harvard University in 1988 with a concentration in East Asian Studies and has lived and worked in Canada, the US, UK, Japan and Hong Kong.

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