

## **Ryanair appoints Chiara Ravara as head of Sales & Marketing**

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Ryanair announced the appointment of Chiara Ravara as its new Head of Sales & Marketing, promoting her from her previous role as Senior Sales & Marketing Manager.

Chiara has worked in Ryanair since 2014, joining from Aviareps in Italy, and will spearhead Ryanair's Sales & Marketing team and activities across 37 countries in Europe and North Africa.

Ryanair's Marketing Operations Director, Matthias Wenk said "We are pleased to promote Chiara Ravara to Head of Sales and Marketing as she brings considerable experience and industry knowledge to this key role.

Chiara will spearhead the efforts of the Sales and Marketing team as we continue to roll out our latest "Always Getting Better" customer experience improvement programme, and grow traffic, routes and tourism across Europe, with more than 138m people set to fly Ryanair this year".

Chiara Ravara said "I am delighted to be appointed Head of Sales and Marketing for Ryanair, Europe's No.1 airline. These are exciting times for Ryanair as we roll out the latest "Always Getting Better" initiatives including Ryanair Rooms with 10% Travel Credit, Ryanair Transfers, reduced checked-in bag fees and our punctuality promise. I have really enjoyed my time in Ryanair to date and I'm looking forward to this new chapter in Ryanair".