



NEWS BRIEF

IATA Appoints Paula Bernal as new Country Manager for Colombia

05 October 2022 (Bogota, Colombia) - – The International Air Transport Association (IATA) has appointed Paula Bernal Sanint as the association's new country manager for Colombia.

Bernal will join the organization on 18 October and lead the IATA team based in Bogota, whose role is to represent, lead, and serve the airline industry.

Bernal graduated from the Pontificada Universidad Javeriana with a Law Degree and in her 15-year career has held various posts at legal firms, as well as in government and regulatory affairs. She joins IATA from her post as Director Government Affairs for the Andean at DiDi Global Inc., the world's leading mobility technology platform. Before that Bernal was Manager of Government and Regulatory Affairs at British American Tobacco in Colombia.

In welcoming Bernal to IATA, Regional Vice President for the Americas Peter Cerdá said: "I look forward to working with Paula in furthering aviation's agenda in one of the fastest growing aviation markets in Latin America. Her experience in regulatory and government affairs will be key in ensuring that the institutional stakeholders along the value chain better comprehend the valuable socio-economic contribution which aviation can make."

- IATA -

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Notes for Editors:

- IATA (International Air Transport Association) represents some 290 airlines comprising 83% of global air traffic.
- You can follow us at twitter.com/iata for announcements, policy positions, and other useful industry information.
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