



IATA Appoints Cintya Martinez as new Country Manager for Mexico

28 June 2023 (Mexico City) – The International Air Transport Association (IATA) has appointed Cintya Martinez Maldonado as the association’s new country manager for Mexico.

Martinez will join the organization on 5 July and lead the IATA team based in Mexico City, whose role is to represent, lead, and serve the airline industry.

Martinez graduated from the Universidad Iberoamericana Mexico City with a Bachelor’s in Laws. In addition, she holds diplomas of Intellectual Property Law and Corporate Law from the Universidad Panamericana. In her more than 20-year carrier she has held various posts at legal firms and worked in government and regulatory affairs. She joins IATA from American Express where she held the post of Regional Government Affairs Senior Director (Latin America), developing and executing an effective government relations strategy for Latin America and the Caribbean.

In welcoming Martinez to IATA, Regional Vice President for the Americas Peter Cerdá said: “I look forward to working with Cintya, who will no doubt be bringing with her fresh perspectives on how to further aviation’s agenda in one of key markets in Latin America. Her experience in regulatory and government affairs will be essential in ensuring that the voice of the industry is heard and respected, especially with the ongoing consolidation phase of the Mexico City Metropolitan Airports System and in relation to increasing the cost competitiveness of the Mexican market.”

– IATA –

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Notes to editors:

- IATA (International Air Transport Association) represents around 300 airlines that make up 83% of global air traffic.
- Find all the latest information - releases, policy positions and other useful information - at <http://twitter.com/iata>