



REBECCA NICOL
Director of Marketing, Air New Zealand - The Americas

Rebecca Nicol joined Air New Zealand's North American team as their partnership marketing manager in 2000 and has had a love affair with the South Pacific ever since – so much so that she recently married a handsome native from “down under.” Her passion and hard work in promoting New Zealand and its flagship carrier were rewarded in 2006 when she became the director of marketing for Air New Zealand in the Americas. In this capacity, Nicol currently manages all marketing and communications programs in North America including advertising, public relations, promotions, e-commerce and product development.

Nicol brings a wealth of international sales and marketing experience to her current position. From leading marketing communications efforts for American Express (Latin America and the Caribbean) to partnership marketing for Hilton HHonors and spearheading branding activities for Spain's Iberian Airlines, Nicol has mastered the global marketing playing field. Not only has she worked for a litany of Fortune 500 brands, but Nicol has consistently “moved the needle” for each of the companies she's been involved with.

Now, Nicol is focused on combining that same results-focused philosophy with her vast international experience for the benefit of Air New Zealand. In the coming years she plans on developing innovative marketing and communications programs designed to increase awareness for and differentiate the brand in North America.

“It's an exciting time to be a part of this company's history,” said Nicol. “With all of the recent upgrades to our long-haul aircraft, combined with several new routes and services Air New Zealand now offers, our growth prospects are unlimited.”

In her spare time, Nicol focuses on getting her head out of the clouds – and the planes that fly through them – and into the water. An avid surfer, Nicol embodies the Kiwi spirit by hitting the waves at least a few times every week.

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