

Carla Da Silva takes on the role of executive manager, sales and marketing at Airlink

Carla da Silva has been appointed as the new executive manager: sales and marketing at Airlink, an independent domestic and regional airline.

Da Silva has extensive experience in the airline commercial business and is highly regarded by industry professionals. She will be responsible for, among other things, increasing Airlink's brand presence among customers, industry stakeholders, marketing, communications, and e-commerce and developing the loyalty programme.

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