

Veronica Hull
Head of Global Distribution Strategy
Digital & Distribution
Virgin Atlantic

After more than 15 years in the industry, Veronica is Head of Distribution strategy for Virgin Atlantic and is responsible for defining and execution of the airlines Global Distribution strategic programme.

In this most recent role, Veronica leads a team, which is accountable for distribution optimisation, including strategy and governance, defining and evolving the airlines payment strategy as well as delivering a distribution innovation programme which includes NDC.

Her previously held roles, cover a broad spectrum within the commercial space including, Digital Performance, Insights & Analytics, Loyalty & Ancillary revenue.

