

Alicia Racine

Merchandising & Ancillary Revenue Manager

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Alicia leads the Merchandising & Ancillary Revenue team at Copa Airlines, based in Panama City. Her career at Copa began in 2013 in Distribution Planning, and moved to roles in Ancillary Revenue, Data Analytics, Digital Product, Exchanges, Refunds & Payments. She is responsible for the end to end fulfillment and design of Ancillary, Servicing and Payment products at Copa, starting at the heart of the definition for policies, procedures and back-offices processes, up to the merchandising, optimization & product life cycle. Alicia holds a Bachelor of Science degree in Electromechanical Engineering.