



**Rob Fyfe**  
Chief Executive Officer,  
Air New Zealand

**Rob Fyfe** was named Chief Executive Officer of Air New Zealand on October 14, 2005. Mr. Fyfe recently served as the airline's Group General Manager Airlines, and has been with the company since 2003.

In 2000, Mr. Fyfe moved to London to serve as Chief Operating Officer and then Managing Director of ITV Digital. In 2003, he moved back to Auckland to serve as Chief Operating Officer for Air New Zealand.

Mr. Fyfe, 44, was born and raised in New Zealand, and educated at Canterbury University in Christchurch, graduating with honours with a Bachelor of Engineering (Mechanical) degree in 1982. He started his working career in the Royal New Zealand Air Force in 1979. During his time in the Air Force, he attended Royal Air Force College in Cranwell, U.K. where he graduated from the Aero-systems Engineering Programme in 1984.

He joined PostBank in Auckland in 1988, and then moved to the Bank of New Zealand in 1989, where he became General Manager, Marketing and Distribution, in Wellington. In 1996, he moved to the National Australia Bank in Melbourne, then back to New Zealand as General Manager, Consumer Markets for Telecom Corporation of New Zealand in 1998.