

**Lee Hock Lye - Vice President, Product & Services,
Star Alliance**



As Vice President, Products & Services, Lee Hock Lye is responsible for the development and maintenance of customer benefits provided at the airports across the Star Alliance network. These include, among others, the “Move under one Roof” projects and joint lounges.

Lee Hock Lye started his career in 1988 as a trainee station manager with Star Alliance member carrier, Singapore Airlines. He then served as assistant station manager in Hong Kong and as station manager in Seoul, Tokyo and London.

In 1999 he was appointed to the position of Manager, Loyalty Services at Singapore Airlines, and was responsible for the implementation and service development of all the carrier’s loyalty products including the KrisFlyer frequent flyer programme. From October 2000 until his appointment at Star Alliance in 2001, Lee Hock Lye served as Manager, Loyalty Marketing (Programme Administration), a position that included formulating strategies and recommending positions the company should take on policy matters pertaining to the servicing of the frequent flyer programme.

He has a Bachelor of Accountancy degree from the National University of Singapore.

Lee Hock Lye is married and has three children.