

Graham Atkinson new chairman of star alliance management board

June 17, 2003 – Graham Atkinson, senior vice president, worldwide sales and alliances for United Airlines, has been named chairman of Star Alliance's Alliance Management Board (AMB), a body which oversees all alliance activities on behalf of the 16 member airlines. The appointment was approved unanimously at a recent meeting of the Star Alliance Chief Executive Board in Washington DC

Atkinson replaces outgoing Alliance Management Board Chairman Wolfgang Prock-Schauer, formerly of Austrian Airlines, who was recently appointed chief executive officer of India's Jet Airways.

In addition to his responsibilities at United, Atkinson will work with other member airline board representatives to set strategy, monitor product development and ensure that Star Alliance maintains its position as the world's leading airline alliance.

"One major competitive advantage we hold over other airline alliances – and one that is not largely publicized – is our organizational structure and maturity," said Atkinson. "Our 'one carrier, one vote' approach encourages trust. And having carrier involvement at all levels guarantees that the right checks and balances are in place to ensure we can deliver what we build. It will be a privilege and an honour to chair this team."

"We're elated at the Chief Executive Board's selection of Graham Atkinson to lead the Alliance Management Board," added Jaan Albrecht, chief executive officer, Star Alliance. "He brings a real wealth of alliance experience and enjoys the respect of everyone around that table."

As senior vice president – worldwide sales and alliances at United Airlines, Graham Atkinson is responsible for all of United's worldwide sales, reservations and alliance activities. Atkinson also oversees all aspects of United's relationship with Star Alliance, including its partnerships with the Star Alliance member airlines that span the globe.