



Troy Warfield
Director of Brands and Customer Experience, British Airways

Troy joined British Airways as Director of Customer Experience in October 2015. He is responsible for the development of the airlines global brand and customer experience. This includes heading up the airlines cabin crew community, development of brand proposition, brand partnerships, all products, design and services on board the aircraft, research and insight and community relations which includes the Flying Start partnership with Comic Relief and.

Previously Troy was Chief Commercial officer at Avis Budget Group, Vice President and Managing Director at Kimberly Clark, Global Customer Development Director at Unilever Plc.

Troy was born and studied in Australia obtaining a Masters in Business Administration (MBA) and a Bachelor of Commerce (Marketing).