

Kim Daenen new Head of Corporate Communications at Brussels Airlines

✘ – Kim Daenen, Head of Corporate Communications at Brussels Airlines

Predecessor Wencke Lemmes takes on the role of Head of Customer Experience, Product and Marketing and remains responsible for Public Affairs

Kim Daenen has been appointed as the new Head of Corporate Communications at Brussels Airlines, directly reporting to Peter Gerber, CEO of the company. She hereby succeeds Wencke Lemmes who has taken up the role of Head of Customer Experience, Product & Marketing since May 15th. In her new role, Wencke will remain responsible for Public Affairs and Lobbying, a function she took on recently.

Kim Daenen, who has a Master's degree in Translation & Business Communication as well as a Master's degree in Journalism, started her journey at Brussels Airlines in 2009. As part of the e-commerce department and later as the airline's Social Media Manager, she contributed to the airline's online reputation and developed its social media communication strategy. In 2014, Kim Daenen joined the Corporate Communications department of Brussels Airlines as a Media Relations Manager and Spokesperson, managing and building further on the reputation of the Belgian airline. With her vast experience in internal and external communications, crisis communication and public relations and her extensive knowledge of the company and the aviation sector, Kim will further develop the public relations and communication strategy of Brussels Airlines.

“With our turnaround plan REBOOT Plus, a new Brussels

Airlines will emerge, in which change will be the one constant. To make this new Brussels Airlines and the profound investments in our future a success, transparent and extensive communication will be key. We are convinced that Kim is the perfect fit for this challenge and will make the communications and public relations strategy future-proof."

– Peter Gerber, CEO Brussels Airlines

"Our company has gone through tremendous change in recent years and will continue to do so. In the coming months and years, one of our key priorities will be to transparently communicate our sustainability ambitions. Next to this, our focus will continue to be on our Belgian ambassadorship, our key market Africa and our ongoing improvements and investments to become a structurally sustainable company, offering perspectives to our employees and stakeholders."