



IATA Appoints Helen Kouyoumdjian as new Country Manager for Chile

12 April 2024 (Santiago de Chile) - The International Air Transport Association (IATA) has appointed Helen Kouyoumdjian as the association's new country manager for Chile. She will join the association as of 06 May, following the retirement of Gabriela Peralta who led the IATA team based in Santiago de Chile for almost 10 years.

Kouyoumdjian holds a Master's degree in Direction and Tourism Management IUP from the University of Alicante, Spain and has worked in marketing in the tourism, financial and consumer goods industries. She also held various positions in both the private and public sector in promoting tourism in Chile and joins IATA from Chilean Association of Tourism Companies (FEDETUR), where she held the post of Executive President.

In welcoming Kouyoumdjian, IATA's Regional Vice President for the Americas, Peter Cerdá, said: "I look forward to working with Helen in furthering aviation's agenda in one of the key aviation markets in Latin America. Her combined experience in tourism and working for an association will no doubt be of immense value in liaising with the various stakeholders along the value chain, with the aim of ensuring a better comprehension of the contribution of aviation in furthering the socio-economic development of the country and the region".

Cerdá also expressed gratitude and appreciation to Gabriela Peralta for her 40-year contribution to the aviation industry, reflecting the thoughts of the IATA team and those of the many stakeholders across the value chain she has dealt with over the years.

Photos are available [here](#).

– IATA –

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Notes to editors:

- IATA (International Air Transport Association) represents around 320 airlines that make up 83% of global air traffic.
- Find all the latest information - releases, policy positions and other useful information - at <http://twitter.com/iata>