



Unrestricted

## News Brief

# IATA Appoints Simone Warmbrand Tcherniakovsky as Country Manager for Brazil

**03 September 2025 (Sao Paulo, Brazil)** - The International Air Transport Association (IATA) is pleased to announce the appointment of Simone Warmbrand Tcherniakovsky as Country Manager for Brazil, effective 1 September 2025.

Based in São Paulo, Simone will lead IATA's activities in Brazil, working closely with airlines, government authorities, and industry stakeholders to advance the safe, efficient, and sustainable development of air transport in the country. She will report to Peter Cerdá, IATA's Regional Vice President for the Americas.

Simone brings over 20 years of experience in corporate affairs, sustainability, market access, and communications across highly regulated industries in Brazil and Latin America. She most recently served as Vice President of Corporate Affairs and Sustainability at Novo Nordisk Brazil, where she led strategic stakeholder engagement, policy advocacy, and ESG initiatives. Previously, she held leadership positions at Alexion Pharmaceuticals and Baxter Hospitalar.

Welcoming Simone to her new role, Cerdá, said: "Brazil is one of the most important aviation markets in Latin America, and Simone's extensive experience in corporate affairs and stakeholder engagement will be essential to strengthening IATA's presence in the country. I look forward to working with her to advance aviation's agenda and ensure the industry continues to contribute to Brazil's social and economic development."

In Brazil, 246,800 people are directly employed in [aviation](#), generating USD 10.3 billion of economic output, equal to 0.5% of total GDP. Additional benefits are generated by the wider supply chain, employee spending, and tourism activities contributing a total of USD 46.4 billion to GDP and 1.9 million jobs.

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#### Notes for Editors:

- IATA (International Air Transport Association) represents some 350 airlines comprising over 80% of global air traffic.
- You can follow us at [follow us on X](#) for announcements, policy positions, and other useful industry information.
- The Value of Aviation Reports for various countries in the Americas can be found [here](#).
- [Fly Net Zero](#).