

Olivia Wirth

As Chief Executive Officer, Qantas Loyalty, Olivia is responsible for leading the airline, Frequent Flyer and Business Rewards programs and the diversification of Qantas Loyalty into digital ventures across financial services, retail, health and wellbeing, and data and marketing. She is a member of the Qantas Group Management Committee and has been since 2012. Olivia joined Qantas in 2009 and has held several positions, including the role of Chief Customer Officer, Group Executive Brand Marketing & Corporate Affairs and Group Executive for Government Relations and Corporate Affairs. She has over 20 years of experience in public affairs, marketing and government relations. Prior to Qantas, Olivia held senior executive roles for a number of organisations including lobby group, the Tourism & Transport Forum, the Australian Tourist Commission and the Princes, trust in the UK. Olivia is a member of the Board of UNICEF Australia and a Director of the Great Barrier Reef Foundation.