

ATA Board Member, Vice President of Marketing, South African Airways

Gregg Truman is the Vice-President of Marketing for South African Airways (SAA), bringing over twenty years of experience in international travel marketing to the company. His international airline experience includes a ten year stint at Air Jamaica where he was global head of marketing for the airline. In his second year at SAA, he is responsible for the development of the airline's marketing and promotional programs that is implemented in North America. Before joining SAA, Mr. Truman worked closely with Ethiopian Airlines in helping to shape their sales and marketing strategies in the U.S.