

# BIOGRAPHY

Rue du Luxembourg 3  
1000 Brussels - Belgium  
Tel +32 27 93 09 11

[www.a4e.eu](http://www.a4e.eu)

## **Jennifer Janzen**

### **Communications Director, Airlines for Europe (A4E)**

Jennifer Janzen joined A4E in February 2018. She is responsible for leading the organisation's internal and external communication efforts, including developing and implementing the A4E communications strategy around key issues affecting the European aviation sector.

Jennifer brings to A4E more than 15 years' communications experience within the airline industry. She previously worked in a variety of marketing communications and media relations management roles, most recently as a Campaign Lead Marketing at Star Alliance, where she helped develop and execute the Alliance's global 20th anniversary campaign from the ground up -- reaching over a billion travellers.

Prior to that, Jennifer served as a Communications Manager and spokesperson for the Lufthansa Group in North America, and was a key member of its international press team for nearly eight years. During that time, she helped position Lufthansa as a leading European airline group among the national aviation and travel press. She led the introduction of the Airbus A380's first-ever U.S. tour, with over 300 journalists in attendance.

Before joining Lufthansa, Jennifer worked as a Senior Account Executive at Fleishman-Hillard International's "Corporate" practice in N.Y., where she managed public relations campaigns on behalf of a variety of clients, including the proposed United Airlines-US Airways merger, LSG Sky Chefs, Reebok, Procter & Gamble and others.

A native of New Jersey, U.S.A., Jennifer holds a Bachelor's degree in Public Communication from American University in Washington, D.C. She speaks German and Spanish and looks forward to learning French.