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IAG APPOINTS NEW CHIEF AI SCIENTIST

- Ben Dias joins IAG from easyJet to lead AI innovation

London, 5 November – [International Airlines Group](#) (IAG) has appointed Dr. Ben Dias as Chief AI Scientist. With a 20-year career in artificial intelligence, data science and analytics, Dias will lead the Group's AI strategy, establishing models that can be leveraged across IAG's operating companies, including airlines Aer Lingus, British Airways, Iberia, and Vueling.

He will be focused on building and scaling AI products that enhance the customer experience, optimize operations and drive sustainable efficiencies. IAG is mobilising at pace and the Group has opened IAG.ai labs in London and Barcelona as spaces to foster collaboration and innovation.

AI and analytics could create \$45bn in value globally for airlines*, with opportunities across revenue management, operations, customer experience and people.

IAG airlines are already using machine learning to give pilots' access to real-time weather data through AI-driven forecasts and have reduced the time it takes to speak to customer care teams and resolve issues by personalising customer service with more intuitive and responsive virtual assistants.

Jorge Saco, IAG's Chief Information, Procurement Services and Innovation Officer, said: "I'm delighted to welcome Ben to IAG and his appointment firmly reflects the growing role of AI within our business. AI has the potential to make our businesses perform better, help our employees and is essential to our long-term success."

Dr. Ben Dias said: "It's a privilege to have joined IAG at such a pivotal time in their transformation programme. There's a huge opportunity to use AI across innovation and it's impressive the value and investment IAG are placing on this technology. I'm excited to find new ways to streamline operations, predict customer needs and increase efficiencies across the board."

Dias has held leadership roles at easyJet, Royal Mail, Tesco, and Unilever and holds a PhD in Computer Vision and a Masters in Mathematics and Astronomy from University College London.

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NOTES TO EDITORS:

* The Promise of Travel in the age of AI, Skift & McKinsey (2023)

About International Airlines Group (IAG)

International Airlines Group (IAG) is one of the world's largest airline groups with 582 aircraft, directly connecting Europe to 250+ destinations in 91 countries and carrying 115+ million passengers per year. Its leading airlines in Spain, the UK and Ireland include Aer Lingus, British Airways, Iberia, Vueling and LEVEL. The Group also consists of two complementary businesses: IAG Cargo and IAG Loyalty. PwC found that IAG supports more than 600,000 jobs in the region directly and indirectly and through the spending of travellers, contributing nearly €70 billion of GDP to the EU and UK.