



**STEVE BAYLISS**  
**General Manager Marketing, Air New Zealand**

A native Kiwi, General Manager Marketing Steve Bayliss joined Air New Zealand in 2004 to reinvigorate the brand experience. Currently responsible for the global marketing and sponsorship teams, direct-to-customer communications and the airline's loyalty programs, Bayliss also oversees overall branding, including advertising worldwide.

In this capacity, Bayliss has been an influential part of the executive team charged with bringing Air New Zealand up to its new standard as one of the world's leading airlines. During his tenure at the company, Bayliss has driven such significant initiatives as the recent introduction of Air New Zealand's customer journey strategy and renovation of the long-haul product, which has set a new standard for international airlines around the globe.

Immediately prior to joining Air New Zealand, Bayliss headed up Coca-Cola Australia's business development segment, and has previously held senior marketing and business development positions within a leading US bottled water and coffee company.

Adding to his portfolio of leading brands, Bayliss also led global marketing and capability development for Australian premium beverage giant Lion Nathan. His projects there included high-profile partnerships with companies such as Gillette, Proctor & Gamble, Grand Met/IDV and Saatchi & Saatchi.

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