

Cathay appoints Shanna Docherty as regional head of trade sales for the Middle East and Africa

Shanna Docherty has been named Cathay's Middle East and Africa regional head of trade sales. Docherty, who has 14 years of aviation expertise, will oversee business expansion and revenue optimisation through Cathay's partner networks as the airline resumes direct flights to South Africa.

Her strengths include developing effective business strategies, effective team leadership, and a deep appreciation for other cultures. Docherty, who previously worked as Cathay's cargo manager, is an outspoken advocate for woman empowerment in the aviation industry, based on her considerable experience in senior aviation jobs in the United Kingdom and South Africa.

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