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## **Sabre Appoints Dasha Kuksenko as Vice President, Airline Solutions, Asia Pacific**

SOUTHLAKE, Texas, July 15, 2014 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR), the leading technology provider to the global travel and tourism industry, today announced Dasha Kuksenko as Vice President of Airline Solutions, Asia Pacific (APAC). Kuksenko has worked with APAC carriers for more than nine years, most recently as Vice President, Strategic Programs for Airline Solutions where she managed the Virgin Australia technology partnership including its migration to the SabreSonic Customer Sales and Service reservations system. Prior to that, Kuksenko was Head of Sales for Airline Solutions in APAC.



In her new role, Kuksenko will lead all of Sabre's airline operations in APAC, a key growth region for the company. She is tasked with identifying new business opportunities and expanding the company's presence in this fast-growing region. She will also seek to maintain successful and trusted partnerships with existing airline customers.

An airline and technology industry veteran, Kuksenko brings more than 20 years of experience from her previous roles at Sabre, and prior to that with Oracle and Emirates Airline Group.

"Dasha Kuksenko is a highly experienced technology and business leader with a proven record for helping airlines in APAC drive growth," said Greg Gilchrist, senior vice president, Airline Solutions. "She brings experience, insights and an exceptional eye for spotting airline revenue and cost efficiency opportunities, having worked at an airline herself. Dasha will work to accelerate our growth and strengthen our position as the preferred airline technology partner in this region."

Kuksenko holds a Masters of Business Administration with distinction from Bradford University and a Masters in Computer Science with honors in Mathematics, Information Systems and Computer Science from St. Petersburg Technical University. She will be based in Singapore.

Sabre's airline technology is used by 225 airlines worldwide including most of the world's largest carriers. Its flexible software helps airlines optimise day-to-day airline operations and overcome their biggest challenges - to increase revenues, reduce costs and deliver better travel experiences. Sabre's passenger reservations system, used by 85 airlines worldwide, helps airlines create a more personal travel experience for consumers through targeted flight offers and tailored services.

### **About Sabre®**

[Sabre Corporation](#) (NASDAQ: SABR) is a leading technology provider to the global travel and tourism industry. Sabre's software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, such as passenger and guest reservations, revenue management, and flight, network and crew management. Sabre also operates a leading global travel marketplace, processing over \$100 billion of estimated travel spend in 2013 by connecting travel suppliers to their most valued customers, the business traveler. Headquartered in Southlake, Texas, USA, Sabre operates offices in approximately 60 countries around the world.

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