



**AYLA ASSIOUN DAME, M.B.A.  
DIRECTOR, CUSTOMER SERVICES & ADVERTISING  
MIDDLE EAST AIRLINES**

Mrs. Damé is responsible for formulating and developing the Communication Strategy of Middle East Airlines (MEA), Lebanon's national carrier.

In her 14-years career with MEA, she has also spearheaded the launch of Cedar Miles, the airline's Frequent Flyer Program. Her unique approach resulted in Cedar Miles becoming a "Lovemark" in Lebanon and abroad in key Gulf markets.

Mrs. Damé also played a key role in the development of MEA's restructuring plan in her former Advisor position at MEA from 1998 to 2000. Prior to Middle East Airlines, Mrs. Damé had joined Air Canada's Head Office after her MBA in Montreal where she held several positions in Aeroplan and International Alliances.

Born in Beirut in 1966, Ayla graduated in 1989 with a BSc. In Computer Sciences from the American University in Paris, France, then with an M.B.A. from Concordia University in Montreal in 1991.

As brand guardian for the airline, she takes great pride in MEA's major image turnaround and Customer Centric approach.