

Airport Dimensions appoints Darren Harding as new Commercial Director



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Airport Dimensions, award-winning global lounge and airport experience specialist, has appointed Darren Harding as its new Commercial Director.

With 25 years of operational and commercial experience in the ground handling industry, Harding has previously worked at Servisair and Swissport, latterly as Chief Operating Officer of the Swissport UK and Ireland Ground Handling business. He will be responsible for developing and delivering the Airport

Dimensions commercial strategy in the EMEA and Asia Pacific regions, as well as supporting the group's commercial plan across the Americas.

"I hope to be able to use my aviation experience to bring a different perspective to an already strong team at Airport Dimensions. I am looking forward to helping the team develop the business and take advantage of the many opportunities that will be available in 2021 and beyond," says Harding.

"I am delighted that we've been able to attract a high calibre individual such as Darren who has a strong track record of helping businesses in our sector be successful. It is a great endorsement of our strategy and potential that Darren has chosen to join our team at this time.

Darren is an important appointment who will help strengthen the team by bringing strong leadership, commercial and industry experience at a time when, because of COVID-19, we are facing an unprecedented challenge in our industry. Fortunately, we remain positive about the future and have been able to grow over the past 12 months. Darren, as a key member of the senior leadership team, will help ensure that we do this in a sustainable way," adds Errol McGlothan, Managing Director, Airport Dimensions.