

Joe Leader

CEO, Airline Passenger Experience Association (APEX)

Joe Leader serves as the CEO of APEX (Airline Passenger Experience Association), one of the largest global airline associations consisting of every major airline and valued airline suppliers. As a non-profit with both the International Flight Services Association (IFSA) and Future Travel Experience (FTE) under its wings, APEX serves the full spectrum of the end-to-end travel experience. As CEO, Dr. Leader serves as an industry leader backed by the expertise of two Boards of Directors fortified by a combined APEX/IFSA Board of Governors consisting solely of global airline CEOs and Presidents. Dr. Leader conducts dozens of keynote speeches and interviews worldwide each year as he works with senior executives at the world's leading airlines, top industry suppliers, government organizations, and major media groups to accelerate passenger experience improvement initiatives. A forerunner in aviation and technology, he has been a leading executive for more than two decades across technology and aviation companies. Dr. Leader holds both undergraduate and graduate degrees from Emory University, an MBA in Technology Management (MBA/TM), and obtained his Business Ph.D. in Applied Management & Decision Science with his dissertation research on accelerating technology adoption in aviation.