



USA Travel Show 2023

Nordic Town Hall Meeting

We are introducing the first Nordic Townhall meeting with an executive panel of members from local airlines and Brand USA. Get insights from SAS, Play, Norse, FDM, and Brand USA on what's happening in the skies, cooperation between tour operators and airlines, and the landscape in general.

Richard Peterson

U.S. Cultural & Heritage Marketing Council

President & CEO

- Twenty-five-year industry veteran, providing the unique perspectives connecting the critical global tourism intersections of culture, commerce, and communities.
- At the center of his collaborations is the balanced approach to communities and the diverse cultures they represent.
- Career achievements include leadership roles with the Los Angeles Tourism Board, Hilton Hotels, Santa Monica Travel & Tourism, and the California Academy of Sciences.
- Vice President for Smartvisit USA, overseeing key partner relations and industry initiatives.
- Complemented through his engagement with organizations such as the U.S. Conference of Mayors, Tourism Cares, The Travel Foundation, U.S. Travel Association (Board of Directors), California Travel Association (Board of Directors), Cultural Heritage Economic Alliance, Skala International, and the Americans for the Arts.



Sonja Arnórsdóttir

Play Airlines

Chief Commercial Officer

- With more than ten years of experience in aviation, she has made significant contributions to the airline industry.
- Prior to aviation, she worked for a financial management team in an Icelandic bank.
- She was on the startup team for the two startups in Iceland, WOW air and PLAY, and led the revenue management team at WOW air and later took on the same role at PLAY airlines before being promoted to CCO.
- Has a clear commercial strategy and understands how to action strategy and follow up on performance. Her passion is analytics, and she empathizes that her team has excellent live data and reports to make quick and the best decision at any given time.
- Extremely proud of all the achievements after challenging years. Starting an airline in quite a complex environment, the global pandemic and intense travel restrictions have been challenging.



Theres Briger

SAS

Head of Sales

- More than twenty years of experience in the Airline Industry. In her role, Theres is responsible for driving the sales strategy and execution to achieve revenue growth and customer success together with the sales teams.
- Theres has been working at Scandinavian Airlines for eight years having held various positions in Sales and Marketing prior to her appointment as the Head of Sales. Throughout all years in the industry, she has collaborated with travel agents and corporate clients.
- Highly engaged in developing and promoting the knowledge of Sustainable Aviation Fuel in the Airline industry to industry leaders and other stakeholders to raise awareness and drive the adoption of SAF.
- She has experience from retail and the optician industry where she worked as Head of Sales for three years in the Scandinavian markets.
- Lives in Stockholm, Sweden together with her husband and two girls.



Jesper Ewald

FDM Travel – Chairman Discover America Denmark

Head of Sales & Purchasing

- More than 40 years of experience in the Travel Industry and 33 years at FDM Travel – responsible for Sales and Purchasing.
- Since 2011 Chairman Board of Directors Discover America Denmark



Bård Nordhagen

Norse Atlantic Airways

Commercial Director

- Bård joined Norse Atlantic Airways in September 2022 as Commercial Director.
- Leading the commercial areas of marketing, product and customer experience, supporting the goal to succeed with making long haul transatlantic available to more people.

