

## Justina Messeiller

Expert in sustainability, change management, industry engagement, outreach, and communication & passionate about aviation, diversity, and innovation

Ten years of experience in international organizations, mainly in aviation sector, before joining Change Horizon in April 2020

Former industry affairs expert at the United Nations Environment Program (UNEP)

Former communication expert at the International Air Transport Association (IATA)

Graduated in Political Science, International Relations and Diplomacy

Fluent in Lithuanian and English, advanced in French

Excellent command of written English, digital communication practices, and clear, precise, and concise language use

An active listener and a team player with strong work ethic, empathy and focus on measurable results

Thrives in multicultural environments with diversity in opinion and skills

Co-founder of the Women in Aviation & Logistics (WAL) initiative to improve the gender balance within the aviation & logistics sectors in 2021

### **Strong track record of community engagement, partnerships, and trust building:**

- Engaging with aviation communities worldwide advancing awareness of gender issues and generating uptake in business commitments to improve their gender balance score (WAL initiative)
- Forging partnerships, trusted and effective relationships

- Driving endorsement of airlines-backed policies through “Twiplomacy”
- Expert in translating technical and complex concepts for audiences with little or no industry knowledge through close collaboration with field experts

### **Change agent supporting corporate transformation initiatives within the employees’ community:**

- Engagement of internal stakeholders to become ambassadors of change projects
- Change communication projects to internal 1.5K audiences, including introduction of new corporate brand and strategy
- Set up communication processes and delivered guidelines and knowledge databases to IATA and TIACA
- Supported The International Air Cargo Association (TIACA)’s transformation, driving the insourcing of communication and training of the staff

### **Recognized experience in sustainability and impact communication:**

- Guru in digital communications, with 5+ years driving IATA’s social media strategy and presence on its corporate channels
- Impact communication ensuring active and effective engagement and community growth and looking for innovative outreach methods

### **Facilitation of collaboration through events**

- Experience of organizing and facilitating communication events and trade shows, such as media days, press conferences, hackathons, industry conferences, general assemblies of members