

Biography

Wouter VAN WERSCH

Executive Vice President International
AIRBUS

Wouter van Wersch was appointed Executive Vice President International starting 1 January 2024. In this pivotal role, he takes up the strategic mission of strengthening Airbus' International activities, ensuring the organisation is best positioned to drive profitable growth across all three businesses as well as to expand the Company's global impact.

Wouter joined Airbus in 2020 as Executive Vice President Europe Region & Sales with the mission of enhancing cross-business capabilities in Europe as well as growing the commercial aircraft market share. His 29-year career to date has involved marketing, sales, and general management roles for a number of multinational companies in various parts of the world, including 15 years in Asia Pacific.

Wouter started his career at Havas in 1994 in international marketing and project management before joining Airbus (formerly EADS) in 1997 as Sales Manager Asia. In 2000, he joined Alcatel-Lucent, where he served in several positions, including as Business Development Director Europe, Sales Director Asia Pacific in China, and Country Manager in Indonesia.

In 2006, Wouter joined Alstom as Vice President Marketing and Sales for Northern Europe, based in the Netherlands. He was then promoted Senior Vice President East Asia Pacific and moved to Singapore, before becoming Leader of the General Electric (GE) - Alstom integration Growth team in 2014.

On completion of the Alstom acquisition in 2015, Wouter was appointed President and CEO of GE ASEAN, before being named a GE Officer in 2016 and, subsequently, President and CEO of GE Asia Pacific in 2018. Wouter was also a Board Member of the Singapore Economic Development Board between 2017 and 2020.

A native of the Netherlands, Wouter grew up in France and is a graduate in Business Administration from the Erasmus University Rotterdam.

Married, and father of three, he is a keen sportsman, especially field hockey, which he has played at the highest international level.

