

FOR IMMEDIATE RELEASE

Plaza Premium Group Appoints Becky Lim as Chief Sales Officer



Becky Lim
Chief Sales Officer

Hong Kong, 13 October 2025 – Plaza Premium Group (PPG), the global leader in airport hospitality, announced the promotion of Becky Lim to Chief Sales Officer.

During her six-year tenure as Managing Director, Commercial, Becky successfully built and sustained a diverse global client portfolio, established robust commercial frameworks, and drove consistent revenue growth across the organisation. With more than twenty years of international experience in payments, loyalty, and airport hospitality, she brings a strong track record of strategic leadership and commercial excellence to her new role. Becky will report directly to Jonathan Song, Chief Commercial Officer.

As Chief Sales Officer, Becky Lim will lead Plaza Premium Group's global sales organisation with a broadened remit, guiding both local and regional teams. Her priorities will include driving growth in new direct accounts and revenues, refining sales strategies and targets across key segments and markets using robust data insights, deploying Smart Traveller company-wide, and accelerating sales for all new business openings.

Becky will also oversee product development and bundling, manage pricing and approval processes, and strengthen cross-functional collaboration with departments such as marketing, operations, IT, projects, finance, loyalty, brand & transformation, and business development. Furthermore, she will assume expanded responsibility for sales in Airport Meet & Greet services, in addition to Airport Lounge Operations.

Commenting on the appointment, Jonathan Song, Chief Commercial Officer of Plaza Premium Group, said: "Becky has consistently embodied the values and vision of Plaza Premium Group. Her strategic insight and commercial expertise have been instrumental to the company's growth. We are confident that under her leadership as Chief Sales Officer, our global sales

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organisation will continue to reach new heights and deliver greater value for our partners and guests.”

Prior to joining Plaza Premium Group, Becky held senior leadership roles at DragonPass Asia Pacific, Visa Inc., Visa Europe, American Express International, and DBS Bank, with experience spanning the US, UK, Singapore, and other key global markets. She holds a BA in Marketing with High Honors from Michigan State University and is fluent in English, Mandarin, and Cantonese.

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Download high-resolution photo here:

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Plaza Premium Group (PPG) is the global leader in integrated airport hospitality and passenger service solutions, operating the largest network of airport lounges worldwide and offering a 360-degree airport hospitality experience with 14 brands under its portfolio, operating in 150 countries across 600 international and domestic airports and serving 24 million passengers annually. With a mission to Make Travel Better, the group introduced the world's first independent airport lounge concept in 1998. Plaza Premium Lounge, Plaza Premium First - award-winning airport lounges, Aerotel - the world's largest airport transit hotel chain, Refreshhh by Aerotel, ALWAYS - airport passenger services, airport dining concepts, Smart Traveller - innovative digital experience and rewards platform, and One Travel Experience Ecosystem (OneTECO), the group is at the forefront of transforming airport experiences for the better through innovative and human-led solutions. PPG's commitment extends beyond its brands, as it also provides lounge management and hospitality solutions to leading airlines, alliances, and corporations worldwide. Plaza Premium Group has over 100 accolades, demonstrating its exceptional achievements and commitment to service excellence. Notably, the group has received the prestigious "World's Best Independent Airport Lounge" award at the World Airline Awards by Skytrax for nine consecutive years from 2016 to 2025. With a team of over 6,000 dedicated professionals worldwide, and through a continuous pursuit of innovation and excellence, the group is experiencing exponential growth globally.

To learn more: <https://www.plazapremiumgroup.com>

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