



Humberto Rivero
Regional Director
The Americas
IATA

In 1981 Humberto Rivero began his career in the aviation industry working for Korean Airlines in New York City. Four years later he joined the Eastern Airlines Latin American Sales team and soon afterwards became the sales manager of its reservation system, System One.

In 1989 Mr. Rivero became a Regional Sales Manager for Continental Airlines and was responsible for sales in the Northeast, Tri State area. Several years later, he joined BWIA International Airways as Director of Sales and Operations in New York. In this position he participated as one of the directors assisting the government of Trinidad in the privatization of BWIA.

Three years later he joined United Airlines as District Sales Manager in Miami. Eventually Mr. Rivero caught the eye of American Airlines where he was offered a position as Sales Manager for Latin America for SABRE. Shortly after, Mr. Rivero accepted a position in the Passenger Sales Department as District Manager and continued his career at American as Regional Manager for Reservations and Customer Service Centers in the Americas. In May 2000 he was appointed Managing Director for the Caribbean Region, responsible for the complete operation of 17 Caribbean countries; later his duties also included operations in Mexico and Central America for the MCLA Division.

After 29 years of consistently exceeding expectations and goals in the areas of sales, marketing, reservations and operations, Mr. Rivero joined IATA in October 2004 as the Regional Director for the Americas. He also heads the IATAN organization in the U.S. and promotes the IATAN Accreditation and I.D. program.

In January 2005 he became the leader of the innovative Regional Coordination Team (RCT), one of the pilot teams in IATA.