



Product Innovation Executive

SU-ANN TAN

**PRODUCT INNOVATION EXECUTIVE
SINGAPORE AIRLINES**

4 YEARS IN AVIATION

Job description

Su-Ann is involved in developing innovative aircraft cabin products of the future to exceed traveller expectations. She manages new premium cabin projects, and collaborates with a network of design consultants, vendors and cross-divisional partners to materialise cabin design concepts. She also initiates in-service cabin modifications based on passenger feedback.

A day at work

As I encounter different challenges every day, there are no typical days.

What I consider most exciting is starting the day in project discussions and responding to emails that have come in overnight from my designers, seat manufacturers and aircraft manufacturers. I then meet the Engineering team in Singapore Airlines to discuss seat features, mock up requirements and the impact of design on technical aspects of the aircraft. I make trips to Singapore Airlines aircraft to check the in-service condition of our cabin. This enables me to learn and apply this knowledge to future aircraft products. I also meet external vendors to discover their new materials that could be used on future products.

Why I love my job

It is a privilege to be able to influence the creation of beautiful and innovative cabin products of the future. Most importantly, it feels satisfying to conceive a new product from its initial concept phase, knowing that it will turn into a product that gets everyone talking when it launches. Occasionally I get to be involved in product launches as a product presenter, and it is a surreal experience to be one of the first to officially present our new products to the world.

Another perk of the job is the regular travelling to meet our designers and manufacturers at their facilities in various parts of the world. This has opened my eyes to the world as I get to experience diverse working cultures.

How I got into aviation

It was very clear that after graduating from NTU, I wanted a career that involves customer experience. I view Singapore Airlines as a national brand that I am proud of as a Singaporean.

Personal qualities needed

You need to be able to work in a fast-paced environment and be able to make well analysed decisions quickly and effectively. You should also love meeting new people.

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