



## Operationalisation of the Single African Air Transport Market (SAATM) – Support to the African Civil Aviation Commission (AFCAC)



### EXPERT – DANIAH RAFFAELLA IRIE

#### Aviation Data Analysis Expert

#### CURRICULUM VITAE

Ms. Raffaella Irie is a highly experienced aviation expert with a strong background in data analytics, revenue management, and strategic project leadership. Since 2019, she has served as Senior Manager of Data, Statistics, and Training at the African Airlines Association (AFRAA), where she established the Data and Statistics department and developed key studies, reports, and training programs supporting decision-making across the African airline industry. Her role also includes leading collaborations with global data providers and delivering specialized workshops on aviation data, connectivity, and regulatory frameworks.

With a career spanning more than 19 years in the aviation sector, Ms. Irie previously held senior positions at Air Côte d'Ivoire and SN Air Ivoire, where she led revenue management initiatives, network analysis, and regional training missions. She played a key role in optimising flight profitability, implementing distribution tools, and negotiating commercial agreements. Her extensive field experience across West Africa, combined with her strategic insight and commitment to industry development, make her a valuable contributor to the advancement of African air transport.

In addition to her core responsibilities, Ms. Irie has demonstrated strong expertise in:

- Leveraging data-driven insights to influence strategic decision-making and policy development within the African aviation sector.
- Fostering collaboration between airlines, regulatory bodies, and industry stakeholders to promote sustainable growth and operational efficiency.
- Leading multidisciplinary teams and coordinating cross-functional projects to drive organizational success.
- Translating complex data into actionable recommendations for senior management and partners.
- Designing and delivering targeted training programs to enhance professional skills across diverse aviation roles.
- Representing organizations at high-level industry forums and contributing to the development of regional aviation policies and standards.

#### Education

- **2024 – Master's in Sustainable Air Transport Management**  
*ITAERIA Aeronautical Business School, Madrid, Spain*



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Advanced studies focused on sustainable practices, strategic management, and innovation in the global air transport sector.

- **2017 – MSc in Applied Data Science & Big Data**  
*Data ScienceTech Institute, Sophia Antipolis, France*  
Specialized in advanced analytics, machine learning, and data-driven decision-making, with a strong focus on practical applications in industry.
- **2008 –Adjoint Technique de la Statistique**  
*École Nationale Supérieure de Statistique et d'Économie Appliquée (ENSEA), Abidjan, Côte d'Ivoire*  
Comprehensive training in statistical methods, economic modeling, and applied data analysis for public and private sector use.
- **2005 – Graduate Diploma in Marketing**  
*Institute of Commercial Management (ICM), London, UK*  
Covered core areas of marketing strategy, consumer behavior, and business communication in international commercial environments.

**Certificate** in Monitoring and Evaluation from the International Labour Organisation (ILO), Turin, Italy.

