

Pegasus Airlines appoints new director of marketing and e-commerce

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Pegasus Airlines has appointed Ahmet Bağdat as director of marketing and E-commerce. Bağdat, who's been serving as Group Head of Digital Channel Management and Growth Marketing at Pegasus Airlines since 2017, will be responsible for Pegasus Airlines' brand management, e-commerce and digital channel management, data analytics, ancillary product development and management, loyalty management, guest experience functions, and leading the development and execution of the marketing strategy.

