

Pillar 2

Session 2.8 Frugal innovation process

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Andrea Debbane is Executive Director of the Airbus Foundation and VP of Responsibility & Sustainability. The foundation includes the three key divisions of the group as founding members: Airbus commercial aviation, helicopters and defence and space. The foundation operates internationally, supporting in particular, the humanitarian community through the use of its products and services as well as inspiring and preparing youth for the challenges of tomorrow.

Andrea joined Airbus in 2003 as head of communications strategy and later served as head of environment affairs before joining the foundation. She has triple nationality: Belgian, British and Canadian and lives in Toulouse, France. Before joining Airbus, Andrea worked for the Coca-Cola Company in Japan and Asia and started her career with the Canadian Federal Government in Ottawa, Canada in the area of technology policy.

Andrea has a BA from Concordia University in Montreal, Canada, a Masters from Waseda University in Tokyo, Japan and an MBA from IMD, Lausanne.

