

# Jonathon Counsell

Group Head Sustainability at IAG



3:25 – 4:15 pm Panel “Who pays the SAF bill? – Dealing with the cost mark-up”



Jonathon is a Master’s graduate in Mechanical Engineering from Imperial College, London and has an MBA from INSEAD, Fontainebleau, France. In July 2015 Jonathon became Group Head of Sustainability for the International Airlines Group with responsibility for the group sustainability strategy across the Groups’ five airlines Aer Lingus, British Airways, Iberia, Level & Vueling. From August 2019 to July 2022 he was elected as the Chair of the newly formed IATA Sustainability and Environment Advisory Council.

In September 2020 Jonathon became Visiting Professor of Cranfield University to support their work enabling the aviation industry to deliver net zero emissions by 2050. Jonathon was also Chair of the oneworld airline alliance’s Environment Strategy Board from 2020 to 2023. In November 2020 Jonathon became Chair of the UK Government’s Jet Zero Council’s Sustainable Aviation Fuel Delivery Group.

In 2024 Jonathon was privileged to have been awarded an honorary doctorate from Cranfield University cited for his “outstanding and sustained contribution to embedding sustainability across the aviation sector”.