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Jeffrey Goh is Chief Operating Officer and General Counsel at Star Alliance Services GmbH. This includes responsibility for Human Resources, Sourcing and Fuel-related projects, Legal, Finance and Project Management.

Prior to coming to Star Alliance he was with the International Air Transport Association (IATA) and at Beaumont and Son, a leading aviation law firm in London. Furthermore, he was a lecturer at the University of Sheffield on public law and aviation law.

Jeffrey Goh holds a doctorate in the principles and policies of regulating airline competition and has published widely in the field of aviation law.