



**DAVID R. RUCH**  
**Country Manager Korea- United Airlines**

Room 1515, Samsung Fire Insurance Building  
#87, 1-Ga, Ulchi-Ro, Joong-Gu, Seoul, Korea  
Tel: 82-2-754-3197 Fax: 82-2-774-0509  
E-mail: [david.ruch@united.com](mailto:david.ruch@united.com)

---



David Ruch is United's senior company representative responsible for all aspects of the airline's operation in Korea. He has over 30 years of international airline experience and has worked in Asia for 25 years. Mr. Ruch has held numerous leadership positions in Korea's tourism industry over the past 10 years. He has served as Co-Chairman of the Travel & Transportation Committee of the American Chamber of Commerce for more than 10 years and is currently the Vice Chairman of AMCHAM.

Aside from his AMCHAM roles, he is currently serving as Chairman of Korea's Visit USA Committee and the Korea Chair for the Travel Industry of America. He is a recipient of the Ministerial Achievement Award from the Ministry of Culture and Tourism and was an Asia/Pacific delegate to the White House Conference on Tourism. He is active in both U.S. and Korean industry affairs and policy.

Immediately prior to United, Mr. Ruch was President of The Lacek Group, a division of OgilvyOne Worldwide, specializing in travel industry consulting. Prior to Ogilvy, Mr. Ruch's career in the airline industry included 20 years of senior level positions with Northwest Airlines, split between assignments in Japan and Korea.