



Jon Purpura

Director of Sales, Entertainment & Media – United Airlines
Leadership & Life Coach

Jon Purpura is Director of Sales, Entertainment & Media for United Airlines responsible for entertainment sales while expanding United’s branding and visibility in the entertainment community. He is focused on United’s personalized strategy to help clients in the entertainment industry save money by developing specialized production travel agreements, all while offering higher levels of support for groups and individuals who are flying for industry projects. “Supporting the entertainment industry is a top priority for United because it aligns with our mission, ‘Connecting people. Uniting the world.’” Previously he served as Director of Global Sales at United, where he spent 25 years leading, mentoring, motivating and managing a best-in-class global sales force with a multi-billion dollar portfolio.

Jon is also a certified Life and Leadership Coach who seeks to help professionals develop, becoming the strongest, most attractive force in their lives. Jon has supported many types of leaders to recognize their gifts. Jon focuses on the well-being of employees at all levels, with a focus on personal and mindset growth, the power of listening and curiosity, and strong communication skills. Jon is passionate about helping people lead fulfilling careers while showing up every day at their very best.

Jon is a true polyglot. He has lived and worked worldwide and is now based in Los Angeles