

# BA chief departure 'stern warning' over fire and rehire



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GMB, the union for BA workers, has welcomed the decision from BA's CEO to stand aside after embarking on a 'catastrophic' fire and rehire policy that has left the airline's iconic workforce 'demoralised'.



**Nadine Houghton, GMB national officer said:**

“BA’s CEO Alex Cruz presided over the worst attack on BA employees in the entire history of the company.

“He leaves behind a demoralised workforce during the greatest crisis the aviation industry has ever seen.

“Cruz is now the scapegoat for BA’s catastrophic threat of fire and rehire. His departure should be a stern warning for any other CEO believing it’s a tactic they can get away with lightly.

“The pandemic has led employers to believe fire and rehire is now a morally sound option. It’s not.

“The reality is it leaves behind it a wake of destruction amongst the workforce that is hard to repair.”

“ Just 5 months ago, Alex Cruz, CEO of British Airways' reign was described as "suffering from altitude sickness" and "beset by crises" – today he quits from the top job, amid #COVID19 crisis. <https://t.co/JvyV6XyPoh>

– Alex Macheras (@AlexInAir) [October 12, 2020](#)

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