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Roser Roca-Toha

Head of Product Marketing, UAS - Airbus Defence and Space

Roser Roca-Toha is an aviation industry professional with more than 15 years of international experience in the commercial and defense aerospace sectors.

Roser joined Airbus in 2006, and she has occupied a variety of management roles from engineering, new aircraft programme management, and Sales & Marketing, covering products such as the A380, the A350, the A321 XLR, Small Tactical UAS, UAS Services, High Altitude Platform Station drones (HAPS), and the European MALE RPAS, Eurodrone.



Roser operates internationally, and has worked and lived in 5 different countries, in Europe and North America.

Roser was appointed Head of UAS Product Marketing in Jun 2019, based in Munich, Germany. She also serves as an Executive Board member at the HAPS Alliance, on behalf of Airbus, fulfilling the role of the Secretary of the Board.

Before joining Airbus, she worked for ARINC Inc., UK, in the aircraft connectivity group.

Roser started her career in the aerospace industry, working for Thales Alenia Space, and later the French Space Agency (CNES), based in France, serving in the areas of satellite communications systems.

Roser holds a Master Degree in Telecommunications Systems Engineering, from the Technical University of Catalonia - UPC, in Barcelona.