

Southwest Airlines Announces Organizational Leadership Changes

October 14, 2013

DALLAS, Oct. 14, 2013 /PRNewswire/ -- Southwest Airlines (NYSE: LUV) today announced key executive changes across the carrier's Commercial, Operational, and Technology groups:

Andrew Watterson joins Southwest as Vice President of Network Planning and Performance to lead the carrier's Network Planning and Commercial Planning Teams. Watterson previously was Vice President of Planning and Revenue Management at Hawaiian Airlines.

Sherry Staber joins Southwest as Vice President of Business Transformation Solutions, Operations and Enterprise Management, a leadership position in the carrier's Technology organization. In this new role, Staber will be responsible for leading engagement efforts with Southwest's Aircraft Operations and Enterprise Management Customers in shaping their project roadmaps and priorities to consistently deliver Business value. Staber previously was Vice President of Corporate Solutions for Plano-based J.C. Penney Co.

Bill Tiffany, currently Southwest's Maintenance Senior Director of Supply Chain Management, has been promoted to Vice President of Supply Chain Management. In this new role, Tiffany will leverage Southwest's expertise and buying power under one umbrella of Supply Chain Management—including Maintenance Supply Chain, Companywide Purchasing and Procurement, and Fuel Management.

Additionally, Brian Hirshman, currently Southwest's Senior Vice President of Technical Operations, has been tapped to become Senior Vice President of Operations, overseeing Technical Operations, Cargo/Charter Operations, Ground Operations, and the carrier's Operations Coordination Center. Hirshman succeeds Greg Wells, who assumes the role of Senior Vice President of Operational Performance to focus on operational strategy and overall performance for the organization.

Finally, Ryan Green, currently Southwest's Senior Director of Loyalty and Partnerships in Marketing, has been promoted to Managing Director of Customer Development. He is part of the Marketing leadership team, reporting to Vice President and Chief Marketing Officer Kevin Krone. Green's 15-year career includes developing Southwest's All-New Rapid Rewards frequent flyer program and enhancing the airline's loyalty partnerships.

"These well-deserved promotions and realignments better position Southwest for new opportunities and future growth," said Executive Vice President and Chief People Officer Jeff Lamb. "We continue to knit together a strong Leadership Team at Southwest, and these changes will help support the transformation of our brand in this tough industry."

ABOUT SOUTHWEST AIRLINES CO.

In its 43rd year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other carriers with exemplary Customer Service delivered by more than 45,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and six near-international countries. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2012 Southwest Airlines One Report™ can be found at southwest.com/citizenship.

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