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Southwest Airlines Announces Several Leadership Promotions

DALLAS, March 28, 2017 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) announced today several Leadership promotions from within the Company's ranks.

[Ryan Green](#) is promoted to Vice President, Chief Marketing Officer; and [Bill Tierney](#) is promoted to Managing Director Marketing.

Within Corporate Delivery & Technology, [Erika Linford](#) is promoted to Vice President, Corporate Delivery—Commercial, Customer, & Ground Operations.

[Chris Monroe](#) has been promoted to Senior Vice President Finance. Monroe will continue to serve as Treasurer and will assume the responsibility of our Tax Department led by Ken Guckian.

"It's incredibly rewarding to have such a deep and talented bench within our Leadership Team," said Southwest's President Tom Nealon. "These promotions will allow us to continue chasing our Vision to become the world's Most LUVed, Most Flown, and Most Profitable airline."

Ryan Green joined Southwest in March 2002 and has served the Marketing Department in various roles, including Director of Customer Loyalty, Senior Director of Loyalty & Partnerships, Managing Director of Customer Strategy & Development, and most recently Vice President of Marketing.

Bill Tierney has served Southwest Airlines in various functions since joining the Company in 2003. He has worked in Customer Relations, Revenue Management, and Marketing. In Marketing, he has served in different Leadership roles including Business Analytics, Planning & Performance, Department Planning & Operations, CMO Chief of Staff, and Advertising & Communications.

Erika Linford joined Southwest in December 2011 as Director, Commercial Portfolio—Network Planning, Revenue Management, and Optimization. Over the last five years at Southwest, she has served in additional leadership roles, including: Sr. Director, Office of the CIO (OCIO), and most recently Sr. Director, BTS—Customer within Corporate Delivery.

Chris Monroe joined Southwest in 1991 and has served in several roles across Finance, Financial Planning, Purchasing, and most recently as Vice President Treasurer.

For biographies and headshots, click the links above or visit www.swamedia.com.

ABOUT SOUTHWEST AIRLINES CO.

In its 46th year of service, Dallas-based [Southwest Airlines](#) (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 53,000 Employees to more than 100 million Customers annually. Southwest proudly

operates a network of 101 destinations in the United States and eight additional countries with more than 3,900 departures a day during peak travel season. Service to both Grand Cayman and Cincinnati begins June 4, 2017.

Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. The Company operates the largest fleet of Boeing aircraft in the world, the majority of which are equipped with satellite-based WiFi providing gate-to-gate connectivity. That connectivity enables Customers to use their personal devices to view video on-demand movies and television shows, as well as nearly 20 channels of free, live TV compliments of our valued Partners. Southwest created [Transfarency®](#), a philosophy which treats Customers honestly and fairly, and in which low fares actually stay low. Southwest is the only major U.S. airline to offer bags fly free® to everyone (first and second checked pieces of luggage, size and weight limits apply, some airlines may allow free checked bags on select routes or for qualified circumstances), and there are no change fees, though fare differences might apply. The airline proudly unveiled a bold new look: *Heart*. A new logo, aircraft livery, interior design featuring a new seat and Flight Attendant galley, Employee-designed uniforms, and an updated airport experience all showcase the dedication of Southwest Employees who connect Customers with what's important in their lives.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic whenever the carrier enters new markets. With 44 consecutive years of profitability, Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. The 2015 Southwest Airlines One Report™ can be found at [SouthwestOneReport.com](#).

Book Southwest Airlines' low fares online at [Southwest.com](#) or by phone at 800-I-FLY-SWA.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/southwest-airlines-announces-several-leadership-promotions-300430521.html>

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