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Southwest Airlines Announces Leadership Changes

DALLAS, Dec. 3, 2021 /PRNewswire/ -- [Southwest Airlines Co.](#) (NYSE: LUV) (the "Company") today announced Leadership changes and appointments within various departments of the Company.

Operational Leadership

Justin Jones is promoted to **Senior Vice President Operational Strategy & Design**, where he will lead the airline's modernization and operational improvements in this newly created role. Jones previously served as the Vice President Technical Operations Planning and Performance, where he was responsible for Contract Services, Heavy Maintenance Planning, Maintenance Reliability and Records, Training, Business Intelligence, Aircraft Appearance, and Strategic Planning for Technical Operations. Jones has held a variety of performance and strategy roles throughout the Company and started with Southwest in 2001 as a Revenue Management and Pricing Analyst.

With this change, **Angela Marano**, currently Managing Director Business Transformation, is promoted to **Vice President Business Transformation**, and she and her Team will move from the Finance Department to the new Strategy & Design Team. The Business Transformation Team provides a variety of services and capabilities, including Innovation/Human-Centered Design, Continuous Improvement, Emerging Trends, Data Science, and Automation. Marano has been at Southwest® for 23 years, starting in 1998 in Technology and has held several Leadership roles in Technology and Corporate Strategy.

Marketing Leadership

Jonathan Clarkson was recently promoted to **Vice President Marketing, Loyalty, & Products**. Clarkson was most recently a Managing Director, overseeing general management responsibilities for the Company's award-winning frequent flyer program, Rapid Rewards®, as well as our partnerships. He also has responsibility for business management of Southwest's ancillary revenue products (EarlyBird Check-In®, Upgraded Boarding, Hotels, Cars, etc.) and leads the Business Performance/Data Science and Customer Insights/Testing & Optimization Teams in Marketing.

Technology Leadership

Jim Dayton is transitioning to **Vice President Cybersecurity and Chief Information Security Officer**, following Managing Director of Chief Information Security Officer Michael Simmons' departure from the Company. In Dayton's new role, he will be responsible for all aspects of cybersecurity across Southwest's facilities, airports, and aircraft. Dayton joined Southwest in 2012 and has held several senior-level Leadership positions. In his most recent role, he had responsibility for leading the Operations portfolio within Southwest's Technology Department and worked alongside Flight Operations, Inflight Operations, Network Operations Control, and Safety & Security to modernize many of Southwest's most critical operational systems.

John Herlihy has also been promoted from Managing Director to **Vice President Technology Operations and Enterprise Initiative Delivery**. Herlihy will oversee the Technical Operations Portfolio supporting Southwest's aircraft maintenance applications and ecosystem of products. Additionally, he will lead the newly formed Enterprise Initiative Delivery Team, which is focused on the delivery of critical department-wide cybersecurity improvements and data privacy. He joined Southwest in 2017 and oversaw several major product implementations within the Technical Operations Department.

ABOUT SOUTHWEST AIRLINES CO.

Southwest Airlines Co. operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 121 airports across 11 countries. Celebrating its 50th Anniversary in 2021, Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any other airline¹. Based in Dallas and famous for an Employee-first corporate Culture, Southwest maintains an unprecedented record of no involuntary furloughs or layoffs in its history. By empowering its nearly 54,000² People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among as many as 130 million Customers carried a year. That formula for success brought industry-leading prosperity and 47 consecutive years³ of profitability for Southwest Shareholders (NYSE: LUV). Southwest continues to develop tangible steps toward an environmental sustainability goal of achieving carbon neutrality by 2050. Learn more at [Southwest.com/citizenship](https://www.southwest.com/citizenship) about how Southwest Airlines leverages a unique legacy and mission to serve communities around the world.

1) U.S. Dept. of Transportation most recent reporting of domestic originating passengers boarded

2) fulltime-equivalent active Employees

3) 1972-2019 annual profitability

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