

## **Friday Plenary Session**

Friday, May 3, 2013, 11:30 am - Salons E & F



**Kerry Hester**  
**Senior Vice President, Customer Experience**

Kerry Hester is US Airways' senior vice president, customer experience and is responsible for all of the airline's customer-facing operating groups including reservations, airport customer service, inflight services, customer strategy and customer service recovery. Hester reports to Executive Vice President and Chief Operating Officer, Robert Isom.

Hester was formerly US Airways' senior vice president, operations planning and support where she oversaw reservations, the strategy, planning and service recovery functions within customer service, operations planning performance and analysis and crew planning and scheduling. Prior to joining US Airways in 2007, Hester served in various management roles in revenue management, schedule/network planning, airport customer service and reservations during her eleven years at Northwest Airlines.

In 2011, Profiles in Diversity Journal named Hester as a Woman Worth Watching, an award that acknowledged Hester's accomplishments in the airline industry. In 2012, the Phoenix Business Journal selected Hester as one of the most influential business leaders in the Phoenix area for her leadership role at US Airways and for her work with community organizations. She is proud to serve on the boards of Junior Achievement of Arizona and Homeward Bound.

Hester graduated with a Bachelor of Arts in economics from Tulane University and she received her Master of Business Administration from the Stephen M. Ross School of Business at the University of Michigan.

