

Southwest Airlines Announces New Vice President Revenue Management & Pricing

2008-08-07

In her new position, Weatherford will be responsible for ensuring that every Southwest flight departs with the right amount of revenue onboard while maintaining the low fares that keep Southwest Airlines Customers coming back. Weatherford steps into her new role this week.

"Throughout Kay's 15-year tenure at Southwest Airlines, she has proven what a great fit she is for this important role," said Dave Ridley, Senior Vice President Marketing and Revenue Management & Pricing. "Her outstanding Leadership skills, keen analytical mind, tireless work ethic, and love of LUV make her the ideal person to lead our revenue management and pricing functions."

Weatherford joined Southwest Airlines in 1993 as an analyst in the Tax Department. After being promoted to Senior Tax Analyst in 1994, she moved to the Revenue and Traffic Analysis side of Finance in 1995. She was promoted to Manager of Revenue and Traffic Analysis in 1998, Director in 2003, and Senior Director in 2007, adding a Network and Strategic Analysis group to her Team at that time.

"I am proud to serve a group of Employees as great as those at Southwest Airlines," Weatherford said. "I'm looking forward to the opportunities and challenges that lie ahead."

Weatherford attended the University of Wisconsin and finished her Bachelor of Arts in accounting at the University of Texas at Arlington. Weatherford's identical twin sister, Kim Guehlstorf, also works at Southwest as Director of Attendance and Leave in Finance.

This article comes from Hotel News Resource

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