

# Southwest Airlines Aligns Leadership for What's Next: Commercial, Customer, and Operations

Southwest Airlines today announced Leadership changes designed to strengthen its operational and commercial strategies and to enhance the experience Southwest delivers to both Customers and Employees.

“These changes position us to move forward with greater clarity, stronger execution, and deeper connection across our Company,” said [Bob Jordan](#), President & Chief Executive Officer at Southwest Airlines.

As the Company continues to grow and operate in an increasingly complex environment, these changes reinforce clear accountability and alignment across critical parts of the business.

## Operational Focus

Chief Operating Officer [Andrew Watterson](#) will focus fully on the Company's operation, with continued emphasis on reliability, consistency, and scale. He has led both Operations and Commercial during a period of significant change and will now dedicate his efforts entirely to maintaining our focus on Safety and further strengthening the Company's operational performance as operational demands continue to evolve.

## Commercial Leadership

[Justin Jones](#), previously Executive Vice President Operations, has been appointed Chief Commercial Officer and will report directly to CEO Bob Jordan. In this role, he will lead Network Planning, Capacity Planning, Revenue Management, Pricing, Southwest Business, and Airport Affairs, and will be responsible for advancing an integrated commercial strategy that aligns network, pricing, and sales to support revenue growth as Southwest expands into new destinations and introduces new products.

Jones brings broad experience across Operations, Maintenance, Revenue Management, and Pricing, positioning him to further evolve Southwest's network, strengthen revenue performance, and support continued growth.

## Customer and People Alignment

As Southwest continues to evolve its Brand and Customer experience, the connection between the Employee experience and the Customer experience has never been more important. Southwest's Brand comes to life every day through its People. How Employees are hired, developed, supported, and empowered directly influences how Customers experience the airline.

To further strengthen that connection, Chief Customer & Brand Officer [Tony Roach](#) will begin reporting directly to the CEO. Chief People Officer Elizabeth Bryant and the People, Learning & Development organization will report to Roach and work in close partnership with the Customer & Brand organization to strengthen the connection between Leadership, Culture, Hospitality, and the experience delivered to Customers every day.

## Positioned for the Future

Collectively, these changes are intended to:

- Enhance focus on both Operations and Commercial performance
- Strengthen and modernize commercial capabilities
- Create a more connected experience for Customers and Employees
- Support sustainable growth as the industry evolves

Southwest's Core Values and commitment to its People remain unchanged, continuing to serve as the foundation of the Company's strategy and Customer experience.

### 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 12 countries. 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 airline(fn. 1). By empowering its more than 73,000(fn. 2) People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 134 million Customers carried in 2025. Southwest leverages a unique legacy and mission to serve communities around the world including harnessing the power of its People and Purpose to put communities at the Heart of its success. Learn more by visiting [Southwest.com/citizenship](https://www.southwest.com/citizenship).

1. Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey as of Q4 2025
2. Fulltime-equivalent active Employees as of March 31, 2026

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