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Aug 22, 2011

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NEW YORK, Aug. 22, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) today announced the promotion of Bonny Simi to the newly created position of Vice President, Talent. In this role, Ms. Simi will oversee the value airline's primary asset, its crewmembers, from hiring to skills development and succession management. Ms. Simi will report to Chief People Officer Joanna Geraghty in the airline's hometown of New York City. Prior to this role, Ms. Simi served as JetBlue's Director, Customer Experience and Analysis at its Customer Support Center in Salt Lake City. She is also an EMBRAER 190 captain for JetBlue.

"Bonny brings a rare combination of experiences to this role that will greatly benefit JetBlue crewmembers," Ms. Geraghty said. "Bonny knows the challenges and opportunities an airline career provides, and also knows how to use data to drive crewmember satisfaction and teamwork."

"I look forward to this new challenge," Ms. Simi said. "I believe JetBlue crewmembers are already among the finest in the industry, and the Talent team will be dedicated to making sure they have the right team supporting them, and the best opportunities to grow their career."

Ms. Simi holds degrees from Stanford University and Regis University in communications, human resources, and management. Prior to joining JetBlue in 2003 as a pilot, Ms. Simi flew for United Airlines from 1990 to 2003. Ms. Simi also competed in the 1984, 1988 and 1992 Olympic Games in luge.

About JetBlue Airways

JetBlue is New York's Hometown Airline(TM) with other focus cities in Boston, Fort Lauderdale, Los Angeles, and Orlando. Known for its award-winning service and free TV as much as its low fares, JetBlue offers the most legroom in coach of any U.S. airline* as well as super-spacious Even More Space seats. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 66 cities with 700 daily flights and later this year plans to introduce service to St. Croix and St. Thomas in the U.S. Virgin Islands as well as La Romana in the Dominican Republic, subject to government approval. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

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