JetBlue Names Michael Stromer Vice President, Customer Connections

Nov 11, 2011

JetBlue Names Michael Stromer Vice President, Customer Connections
NEW YORK, Nov. 11, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) today announced the selection of Michael Stromer for the newly created position of vice president, customer connections. Mr. Stromer, formerly director, e-commerce and interactive marketing, will report to Marty St. George, senior vice president, marketing and commercial strategy, and will oversee the value airline's Corporate Social Responsibility, E-Commerce, and Loyalty teams.

(Logo: http://photos.prnewswire.com/prnh/20110404/NY76997LOGO)

"JetBlue has always focused on creating a unique brand, and over the past several years, we have become relevant to our customers beyond the actual travel experience," Mr. St. George said. "Our Customer Connections team, under Mike's leadership, will first and foremost listen to our customers, and create products and services that are meaningful and relevant to them. Mike has a proven track record in this arena, and I look forward to what he and the team will create for our customers."

Mr. Stromer joined JetBlue in 2007 as director, e-commerce and interactive marketing, after nearly eight years with 1-800-FLOWERS.COM in various marketing positions of increasing responsibility. He oversaw the award-winning redesign of jetblue.com in 2010, most recently cited as the Best Airline Booking Experience by U.S. Air Travelers' Choice Award.

"We've always been more than an airline because we think of ourselves as part of the communities we serve and support," Mr. Stromer said. "Our focus has helped us create relevant products like Even More Speed, and services like the first checked bag for free, because it is meaningful to our customers. I am excited to take our extraordinary relationships with our customers to the next level."

About JetBlue Airways
New York-basedJetBlue Airways has created a new airline category based on value, service and style. 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 (based on average fleet-wide seat pitch) and super-spacious Even More Legroom 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 650 daily flights. Later this year, JetBlue plans to introduce service to St. Thomas and St. Croix, in the U.S. Virgin Islands, La Romana, Dominican Republic as well as Liberia, Costa Rica. 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, 1-801-365-2583, or visit www.jetblue.com.

SOURCE JetBlue Airways

Powered by SITECORE