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Jul 07, 2014

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NEW YORK, NY -- (Marketwired) -- 07/07/14 -- JetBlue Airways (NASDAQ: JBLU), New York's Hometown Airline™, today announces the appointment of Nancy Elder to the role of Vice President, Communications. Elder joins JetBlue effective today and will oversee the award-winning company's communication strategy, crewmember communications, media relations, crisis communications, and special events. She will serve as member of the senior leadership team reporting to JetBlue's president, Robin Hayes.

Elder joins JetBlue from Matter Unlimited, a strategic and creative communications agency in New York City where she was a founding partner and chief strategy officer. Previously, she held communications and marketing leadership roles at major corporations including General Electric Co., MasterCard Inc., Marsh Inc., and Time Warner Inc.

"I am delighted to welcome Nancy to the JetBlue leadership team and to have her lead the company's corporate communications strategy as our brand continues to evolve," said Hayes. "Nancy has an outstanding reputation as a skilled storyteller and strategist. She's spent her career serving as a brand innovator, shaping strategies for some of the world's leading companies. I look forward to Nancy leading our communications practice and sharing news from our brand in the shifting media landscape."

"It's a great honor to join JetBlue, an iconic brand and a company powered by the best crewmembers in the industry," said Elder. "JetBlue is recognized for its unique model and its game-changing mission to inspire humanity. I look forward to leading the communications team in telling the story about all the dynamic things JetBlue is continuing to do to innovate, while ensuring that our crewmembers remain the most informed and engaged group in the business."

Over the course of her 26-year career, Elder has worked on a number of transformative communication strategies including the MasterCard "Priceless" campaign and GE's "Imagination at Work." Most recently she led the effort to create a new digital platform strategy for the Clinton Global Initiative.

Elder graduated from University of Georgia with a bachelor's degree in journalism. She is a board member of United Conservationists and the Montauk Playhouse Community Center Foundation.

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