JetBlue Promotes Doug McGraw to Vice President, Corporate Communications and Elizabeth Windram to Vice President, Marketing

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NEW YORK--(BUSINESS WIRE)-- JetBlue Airways (Nasdaq:JBLU) today announced it has promoted Doug McGraw to be the company's new vice president, corporate communications, and Elizabeth Windram to be its new vice president, marketing.

This press release features multimedia. View the full release here: http://www.businesswire.com/news/home/20180312006004/en/



Doug McGraw, JetBlue's vice president, corporate communications (Photo: Business Wire)

McGraw will oversee the company's communications strategy, including internal communications, media relations, reputation management, social media and financial communications. He will report to Robin Hayes, JetBlue's president and CEO. McGraw previously served as JetBlue's director, corporate communications for the past three years leading external communications, reputation management, and operational crewmember communications. Prior to JetBlue, he was senior vice president and partner in the New York office of FleishmanHillard. McGraw is a graduate of Saint Louis University.

"I'm delighted to welcome Doug into this important leadership role at JetBlue," Hayes said. "Over the past several years, Doug has played a critical part in communicating the JetBlue difference to our crewmembers, customers and owners. I look forward to working with him to share our story while also ensuring we have the most informed and engaged crewmembers in the industry."

"It's an honor to be part of a team that believes so strongly in staying true to the unique mission and culture that our founders envisioned," McGraw said. "I look forward to working with our leadership and the corporate communications team to demonstrate how JetBlue continues to deliver on our promises and engage our very passionate crewmembers and customers in our brand story."

Windram will lead JetBlue's brand strategy, including advertising, content and social media, digital marketing, regional marketing, loyalty and product development, and report to Marty St. George, JetBlue's executive vice president, commercial. She has served as JetBlue's director, brand and advertising for the past two years. Previously she spent seven years at E&J Gallo Winery where she led brands including Barefoot Wine & Bubbly. She is a graduate of Duke University and received her MBA from the Wharton School at the University of Pennsylvania.

"Elizabeth has made a tremendous impact since joining JetBlue and I am thrilled to see her take the reins of our marketing team," said St. George. "Her passion for the JetBlue brand is matched only by her commitment to our customers, crewmembers, and communities. As we continue to grow our business, we'll look to Elizabeth to ensure we remain true to our roots while challenging us to keep innovating and getting better every day."

"I'm excited to lead marketing for the beloved JetBlue brand as we pilot our business into the next phase of growth by continuing to deliver value for our customers and thought leadership in our industry," added Windram.

About JetBlue Airways

JetBlue is New York's Hometown Airline®, and a leading carrier in Boston, Fort Lauderdale - Hollywood, Los Angeles (Long Beach), Orlando, and San Juan. JetBlue carries more than 40 million customers a year to 101 cities in the U.S., Caribbean, and Latin America with an average of 1,000 daily flights. For more information please visit www.jetblue.com.

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