American Airlines Newsroom

NEWS RELEASE

Finding strength in cultural differences

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From an early age, William Amaya's passion for exploration stemmed from his close-nit family and the community in which they lived.

His home, El Salvador, is a small country known for its passionate soccer fans, delicious pupusas and friendly people who are always willing to help others.

William said his personal history in El Salvador is what he believes shaped him into the cultural ambassador and people-loving traveler he is today. Some of the most unique locations he's traveled to around the world include Australia, Germany and Ecuador.

As the middle of three children, he never felt the need to leave the home he identifies with so deeply. But, after getting a business degree in San Salvador, El Salvador, his passion for exploring other cultures brought him to the United States, where he obtained citizenship just a couple of years later.

His unwavering pride for his Salvadorian roots and his passion for making a difference within the communities he's lived in eventually led to a career in the airline industry. After working at international carriers for six years, William joined the American Airlines team in 2015 as a Premium Service Representative at Dallas Fort Worth International Airport (DFW).

"I love working at American," he said. "It's a multicultural place where I can proudly share my culture and learn more about other cultures around the world."

With 63 international destinations served from DFW, William has ample opportunity to meet diverse groups of people from all over the world. Being bilingual is what he calls magical. One of the most important things to William

is the ability to effectively communicate with his elite customers who speak Spanish as their primary language to ensure they receive the level of service they deserve and expect. He's also an active member of the Latin Diversity Employee Business Resource Group — part of American's inclusion and diversity program — that allows him to contribute more to the communities and countries we serve in Latin America. Most often, he works with orphanages, delivering donated goods and spending time with kids in need, working on projects such as painting the local library.

William takes pride in sharing his Latino heritage and works hard to build a better, more culturally aware society in the United States. His family is proud of his accomplishments and how he shares his story and passions with everyone around him. And for his friends — they're always keeping a close eye on his social media accounts to see where his travels will take him next — whether it's Colombia or Canada.

William Flag