

American Airlines Announces AAdvantage Leadership Team

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FORT WORTH, Texas — American Airlines Group Inc. (NASDAQ: AAL) today announced the leadership team that will guide the AAdvantage® loyalty program going forward.

“The AAdvantage® program has evolved significantly to respond to our members’ needs and preferences,” said Alison Taylor, American’s Chief Customer Officer. “We’ve received an overwhelmingly positive reception to simplifying how members can achieve status through Loyalty Points, and will continue to accelerate the development of the program to make travel rewarding for our loyal members.”

“These remarkable leaders are each strategic, enthusiastic champions of the customer experience,” Taylor continued. “We look forward to the great strides we will continue to make in providing an easy, consistent experience for our customers under their leadership.”

AADVANTAGE® LEADERSHIP TEAM

Julie Rath will immediately begin a new role as Vice President of Customer Experience, Loyalty and Marketing. Rath previously served as Vice President of Customer Experience and Reservations. She will report to Alison Taylor, American’s Chief Customer Officer. She joined American in 2016 as Managing Director of Customer Service Recovery. Under her leadership, American delivered new self-service tools for customers, strengthened the Service Recovery organization and strategy to improve customer service, and engaged frontline team members in the design, development and delivery of technology solutions.

During her nearly three decades in aviation, she has held several positions at Delta Air Lines and Northwest Airlines in Finance and Operations, including Reservations Technology, Call Center Operations, Service Recovery and Social Media. She earned a Bachelor of Arts degree in economics from Saint Olaf College and a Master of Business Administration from the University of Minnesota.

Heather Samp will continue to serve as Managing Director of AAdvantage.

Samp's team is responsible for AAdvantage program design and member engagement with American Airlines and its partner product portfolios. Under her leadership, the loyalty program has brought increasing value to members through their AAdvantage loyalty by introducing and strengthening reciprocal partnerships with airlines including Alaska Airlines, JetBlue and GOL as well as key hotel, car and retail partners. She will report to Julie Rath.

Prior to joining the AAdvantage Loyalty organization, Samp held Managing Director roles in Network and Fleet Strategy and Revenue Management. She joined America West Airlines in 2005 preceding the merger with US Airways and the US Airways merger with American Airlines in 2013. With both airlines, she held several leadership positions in Revenue Management. She earned a Bachelor of Science in Aviation Business Administration with a concentration in Airline Management from Embry-Riddle Aeronautical University in Daytona Beach, Florida.

About American Airlines Group

American's purpose is To Care for People on Life's Journey®. Shares of American Airlines Group Inc. trade on Nasdaq under the ticker symbol AAL and the company's stock is included in the S&P 500. Learn more about what's happening at American by visiting news.aa.com and connect with American on Twitter [@AmericanAir](https://twitter.com/AmericanAir) and at Facebook.com/AmericanAirlines.