



NEWS RELEASE

# American Airlines names members of new Customer Experience Advisory Board

2025-06-09

FORT WORTH, Texas — American Airlines, which launched its Customer Experience (CX) organization under the leadership of Heather Garboden as Chief Customer Officer in February, has now named the members of its newly formed Customer Experience Advisory Board.

The Customer Experience Advisory Board is an evolution of the airline's Operational Excellence Advisory Board, adding three experts who bring more than 90 years of combined experience in customer insights and hospitality to the airline.

Craig Reid was most recently President and CEO of the Auberge Resorts Collection, where he grew the luxury hotel portfolio from six properties to 28 — all bringing the soul of the locale to life through captivating design, exceptional cuisine and gracious yet unobtrusive service. Reid also spent three decades in various leadership roles at Four Seasons Hotels.

Carol Campbell has spent her career delivering innovative and game-changing business opportunities through the creation of great experiences, including a more than 20-year tenure with The Walt Disney Company. Campbell is currently Senior Vice President and Chief Experience Officer at Ascension, where she led the organization to achieve NPS scores rarely seen in the healthcare industry.

Lauren Chewning is currently Senior Vice President of Marriott's Data & Intelligence organization, where she is focused on utilizing data and intelligence to drive revenue and customer love for Marriott's more than 30 hotel brands and other travel products.

As new members of the Customer Experience Advisory Board, Reid, Campbell and Chewning will join Bill Fitzgerald and Chris Sultemeier, who formed the initial Operational Excellence Advisory Board in 2023 to advise American leaders, including Chief Operating Officer David Seymour, Chief Strategy Officer Steve Johnson and Garboden.

Bill Fitzgerald is the retired Vice President and General Manager of Commercial Engines Operation. In this role, he was responsible for all commercial jet engine products and global support, including the GEnx product line, the fastest-selling jet engine in GE's history.

Chris Sultemeier is an Operating Partner at NewRoad Capital Partners. Chris has more than 30 years of experience in leadership and supply chain operations and served as President & CEO of Walmart Transportation and EVP of Logistics at Walmart, where he was responsible for over-the-road trucking, global shipping and warehousing. In his time at Walmart, Chris developed an extensive network of industry executives across transportation, third-party warehouse distribution and fulfillment and retail companies.

## About American Airlines Group

As a leading global airline, American Airlines offers thousands of flights per day to more than 350 destinations in more than 60 countries. The airline is a founding member of the oneworld alliance, whose members serve more than 900 destinations around the globe. Shares of American Airlines Group Inc. trade on Nasdaq under the ticker symbol AAL. Learn more about what's happening at American by visiting [news.aa.com](https://news.aa.com) and connect with American [@AmericanAir](https://twitter.com/AmericanAir) and at [Facebook.com/AmericanAirlines](https://Facebook.com/AmericanAirlines). To Care for People on Life's Journey®.