



BIOGRAPHY: COLLEEN C. BARRETT

Colleen C. Barrett, President and Corporate Secretary for Southwest Airlines, has been instrumental in creating and nurturing the corporate culture that has set Southwest Airlines apart from their competitors. In a male-dominated field, Colleen Barrett is the highest-ranking female in the US airlines industry and is regarded as one of the most influential leaders in aviation history. Known for her leadership and tenacity, Ms. Barrett is the first female recipient of the Tony Jannus Award for her outstanding contribution to commercial aviation.

Barrett was appointed President of Southwest Airlines in 2001. Following the events of September 11, she is credited with keeping Southwest in the air by reassuring customers and employees that they are Southwest's top priority. Under her versatile leadership and strength of character, Southwest has continued to grow and adapt in a constantly changing market and has now reached 34 years of profitability. Southwest Airline's philosophy and dedication to customer service has led it to be the largest domestic airline, carrying more customers in the United States than any other airline. Ms. Barrett is famous for saying, "We are in the Customer Service business, we just happen to fly airplanes." This unique spirit has enabled Barrett to stand out as a leader among her peers.

Barrett graduated with the highest honors from Becker Junior College in Worcester, MA. She has excelled in a number of positions within the airline, including Vice President Administration and Executive Vice President Customers, before her current appointment as President. Prior to joining Southwest Airlines, Barrett worked as a legal secretary to Herb Kelleher (Southwest's co-founder and current executive chairman) at his law firm in Texas for several years.

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Barrett has been honored numerous times for her accomplishments as a business leader and for her efforts surrounding September 11. Ms. Barrett was named one of *Forbes* World's 100 Most Powerful Women (2005, 2004) for her ability to effectively put passengers and employees first during crisis. She was also the recipient of *Fortune's* 50 Most Powerful Women in Business for her selflessness and effective work ethic (2003, 2002) and she was awarded the 100 Most Influential Women in Aviation (2003) for being an influential part in the expansion of women in aviation.

Barrett was also inducted into the Women in Aviation, International Hall of Fame in 2005 and received the Lifetime Achievement Award: Virginia Aviation Award in 2002 for her accomplishments in the advancement of aviation.

Committed to giving back to the community, Colleen is active in numerous civic and charitable organizations in Dallas, Texas. Barrett also serves on the board of directors for JC Penney Company, Inc. and board of trustees for Becker College.

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