

DANA WILLIAMS, morning keynote



► Change is Our Friend

**DANA WILLIAMS, DIRECTOR OF MARKETING & COMMUNICATIONS,
SOUTHWEST AIRLINES**

As Director of Marketing and Communications for Southwest Airlines, Dana Williams leads the local brand strategy and overall communication efforts to ensure the customer messaging is on target and relevant; consistent with increasing awareness and enhancing market position; and is strategically aligned. Williams has 20 years of marketing and management experience, including sixteen years at Southwest, in various management roles in In-flight, People and Marketing departments. She is an Executive Alumni Board member of University of North Texas, serves on the Boards of Council for Life and Children's Cancer Fund, and a Leadership Texas Alumni. She attended University of North Texas and graduated from Texas State University. The best advice Williams ever received was "Always leave things better than you find them; never burn a bridge." The best advice she has ever given is "Change is our friend." Williams has been married for 31 years and has one daughter.

Speakers

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