

SOUTHWEST AIRLINES OFFICER BIOGRAPHY:  
**JOYCE ROGGE**

**TITLE:** Senior Vice President Marketing for Southwest Airlines Co.

**JOB DESCRIPTION:** Joyce is responsible for Southwest's national advertising programs in all media, including television, radio, newsprint, billboards and the internet. She leads a department of 283 people and through them implements Southwest's marketing strategies covering all sales and promotions; special event marketing; multi-cultural activities; travel agent and other partnership relationships; all sales offices; group/convention/meeting marketing programs; and Southwest's award-winning frequent flyer program called Rapid Rewards.

**SPECIAL ACHIEVEMENTS:** Rogge pioneered Southwest's highly successful sports marketing efforts which have allowed Southwest to become the official airline sponsor of both the National Football League and the National Hockey League, as well as the official airline for Superbowls 32,33,34,35 and 36. Southwest's interactive marketing efforts produced the airline industry's leading internet website, [WWW.SOUTHWEST.COM](http://WWW.SOUTHWEST.COM), producing \$2 billion in sales annually, which far surpasses any other airline's internet success.

**OTHER MANAGEMENT DUTIES:** Rogge is one of two Southwest senior corporate officers responsible for all pricing strategies. For six years, Joyce has served on the Southwest Executive Planning Committee, the most senior management group at Southwest. The Executive Planning Committee is chaired by Southwest's CEO, Jim Parker, and oversees all aspects of the company's business involving: operations, law, finance, labor and personnel matters, public relations, public affairs, and internal as well as external communications.

**OTHER EXPERIENCE:** Prior to joining Southwest in 1988 as the Manager for Promotions, Ms. Rogge was Vice President Account Services for Janklow Bender, New York. While there, she managed a variety of accounts including the licensing of Disney Co., Jansport, Wigwam Sports and LeTigre Menswear.

**ACTIVITIES AND HONORS:** Travel Agent 200 most powerful women in Travel, Ad Age Top 100 Marketers in the country. Active in Leadership Texas as a member (1991) and alumni, past member on the Marketing Board for the Dallas Symphony, and Marketer of the year 2001 B2B Magazine.

**PERSONAL:** Joyce lives in Dallas with her husband, Bill Rogge, her stepson Dan (age 19), and their two beautiful daughters Abbey (age 9) and Jodie (age 7). She was born in Ohio, attended schools in Richardson, Texas and earned a Bachelor of Fine Arts and a Masters Degree in Business Administration from Southern Methodist University in 1981.