

UATP and Airline Business present:

# Airline Distribution 2005

19-21 April 2005  
Marriott Resort and Spa  
Bangkok



**Topic: Session 6: Simplifying the Business**

**Date: Thursday, 21 April 2005**

**Time: 11:00 am – 12:00 pm**

**Kevin Krone**  
**Vice President Interactive Marketing**  
**Southwest Airlines**

*Kevin Krone is the vice president of Interactive Marketing for Southwest Airlines. In this position he is responsible for the development, maintenance and marketing initiatives for Southwest's web site **southwest.com** and the Rapid Rewards frequent flyer system. Before his promotion to vice president in December of 2000, Kevin served as the Senior Director of Marketing Automation. **Southwest.com** produced a record \$3.7 billion dollars in Internet revenue for the year 2004. Kevin was named an Internet Economy Leader by The Industry Standard and the success of **southwest.com** has been recognized by numerous leading publications such as Fortune Magazine, The Washington Post and Business Week.*

*In December, 1992 Kevin officially began his Southwest "flight path" as the Area Marketing Manager in Detroit. Kevin moved to Dallas in March, 1994, as Senior Marketing Analyst of Marketing Automation and Business Development. After a promotion to Manager of Marketing Automation in October of 1995, Kevin headed the Company's efforts to develop and release Southwest's popular Internet reservation program.*

*Kevin earned his B.S. in Finance and MBA from the University of Illinois.*

