



## Laura Nieto

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Laura S. Nieto serves as Director, Community Affairs & Grassroots at Southwest Airlines, the nation's largest carrier in terms of originating domestic passengers boarded and one of the most honored airlines in the world known for its commitment to a triple bottom line of Performance, People, and Planet. Nieto has a passion for and expertise in community outreach to diverse audiences.

Nieto has formed a powerful team of Community Affairs & Grassroots Leaders who develop strategic relationships with key constituencies and national leaders in various segment audiences including the Hispanic, African-American, Asian, Women, and LGBT communities. Nieto also oversees Southwest Airlines Employee Engagement and Grassroots Advocacy programs, which aim to keep Southwest Employees informed and engaged in meaningful constituent relationships with their community leaders and elected officials. She and her team work to ensure that Southwest Airlines is a trusted and valued partner in the communities it serves and exemplifies its commitment to championing causes that matter most in the daily lives of its Customers.

Nieto previously led Southwest's multicultural marketing, advertising, promotional, and community outreach initiatives, laying the foundation for the Company's positioning across diverse communities. She has developed innovative community programs, championed multicultural initiatives among internal workgroups and external Customers, and established a broad-reaching community affairs platform. Under her leadership, Southwest has been recognized as an industry leader and outstanding corporate citizen for its breakthrough Hispanic marketing efforts and numerous awards and accolades for Corporate Commitment, Community Outreach, Grassroots Campaigns, and Diversity & Inclusion.

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In addition to her current responsibilities, Nieto actively mentors newly hired women and Latinas making sure they have the resources and tools to succeed with the company. She is a member of the company's Diversity Council and an alumna of the Companywide Culture Committee, which is comprised of a select group of Employees whose goal it is to create, enhance, and enrich the special SOUTHWEST SPIRIT and Culture that makes the airline unique.

Laura is a 2016 Texas Tech Distinguished Alumni, a 2016 Northside Education Foundation Pillar of Citizenship, a 2010 Fellow of the National Hispana Leadership Institute's Executive Leadership Program, and a recent graduate of the Dallas Regional Chamber's Leadership Dallas program. As an avid marathon runner, Nieto has embarked on a quest to complete the six World Marathon Majors and has only one race remaining in order to achieve that goal.

A Texas native, Nieto graduated from Texas Tech University where she earned a Bachelor of Arts degree in public relations. She currently resides in Dallas, Texas with her husband, Ruben, and 10-year-old daughter, Sobie.