



2024 Page Annual Conference



Linda Rutherford
Chief Administration Officer,
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Linda Rutherford is the Chief Administration Officer for Dallas-based Southwest Airlines, the nation's largest airline in terms of domestic Customer boardings. Linda is known for creating and leading powerful teams that equip, empower, and engage the business to serve its People and Customers. In her role, she provides executive leadership for Culture & Communications, Diversity, Equity & Inclusion, Internal Audit, People (Human Resources), Talent

and Leadership Development, Total Rewards, Technology, Southwest Airlines University, and Artificial Intelligence & Data Transformation. Prior to joining Southwest Airlines in 1992, she began her career with Newsweek magazine in New York and was a journalist in the Dallas area, including working for the Dallas Times Herald. Linda graduated from Texas Tech University with a bachelor's degree in journalism. She is married to Michael, and together they are proud parents to Allison and Matthew.