



2025 Page Annual Conference



Jim Olson
Founder, Hangar 6 Strategic
Storytelling, Former CCO,
United Airlines

Jim Olson has been at the forefront of some of the most consequential business, innovation and social impact stories of our time. As the former CCO at United Airlines, VP of Global Corporate Communications and Public Affairs at Starbucks, and VP of corporate communications at US Airways, he's helped elevate the brands, amplify the missions, and

inspire the global workforces at these and other organizations during periods of immense growth, transition and disruption.

Jim most recently served as Avelo Airlines' first CCO — America's first new airline in 15 years. He previously served as a Professor of Practice in Public Relations at Syracuse University and CCO at African Leadership University — "The Harvard of Africa," with campuses in Rwanda and Mauritius. Jim spent the first decade of his career in the auto industry with Nissan and J.D. Power & Associates.

Along the way, Jim has been in the foxhole for many of the world's highest-profile business crises. Most notable are the emergency water landing of US Airways Flight 1549 (The Miracle on the Hudson) and the terrorist suicide bombing of Starbucks' flagship store in Jakarta.

Jim earned his MBA from the University of Southern California, his B.S. in Public Relations from Syracuse University and a Certificate in Aviation Disaster Communications Management from the U.S. National Transportation Safety Board.



Jim is also a blind cancer-conquering warrior.

His high-flying career and world-spanning life rolled into a perilous nosedive in early 2024 when he was diagnosed with stage 4 metastatic melanoma cancer. Armed with an unbending Do Hard Things attitude, Jim slayed a 2.5-inch tumor in his left lung and 1.5-inch tumor in his brain. Despite his swift and successful prosecution of the lethal cancer that invaded his body, he suffered blinding optic nerve damage along the way.

Jim lost his sight, but he found his calling – to help others answer theirs.

Today, Jim is on a quest to inspire others with his hard-charging turnaround story. In addition to coaching, consulting and speaking, Jim is the author of the forthcoming book — *Tailwind: A compass for turning your setback story into your comeback legacy*. With an anticipated publication this fall, Tailwind will leave readers feeling more courageous about their challenges, more committed to their convictions, and more connected to their organizations, teams and, most importantly, themselves. His story reminds us there is always a blue sky on the other side of every storm.

Discover more about Tailwind and the chorus of acclaim it is receiving from some of the world's most admired leaders and best-selling authors at www.ComebackCompass.com.