



## 2025 Page Annual Conference



**Linda Rutherford**  
**2025 Annual Conference Chair,**  
**Advisor**  
**Southwest Airlines**

Linda Rutherford served as Chief Administration Officer for Dallas-based Southwest Airlines until she recently stepped back from her executive role, effective April 1, 2025. She continues to serve the airline as an advisor.

Linda is known for creating and leading powerful teams that equip, empower and engage the business to serve its People and Customers. She provides

executive leadership for Culture & Communications, Diversity, Equity, Inclusion & Belonging, Internal Audit, People, Talent and Leadership Development, Total Rewards, Technology & AI, and Southwest Airlines University. 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.

She gives back to the community and the profession in many ways, including: Make-A-Wish America (current national board member); the Page Society (current Trustee); Texas Tech College of Media & Communications National Advisory Board (current member); and the Institute for Public Relations (IPR) (current Trustee and past chair).

In 2022, Linda joined San Antonio-based Frost Bank's Board of Directors and currently serves on the audit; compensation & benefits; and corporate governance committees.



Linda's previous honors and recognitions include:

- 2023 Missouri Honor Medal for Distinguished Service;
- 2023 PR Week Women of Distinction;
- 2022 IPR Lifetime Achievement Award;
- 2022 Top Women in Business, National's Women's Conference;
- 2021 Distinguished Alumni, Texas Tech Alumni Association;
- 2017 Citizen of the Year, Metrocrest Chamber of Commerce;
- 2016 Metrocrest Chamber of Commerce Business Woman of the Year;
- 2016 PR Week named her one of 36 Women Champions of PR;
- 2012 inductee into the PR News Measurement Hall of Fame.

She 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, a public health professional, and Matthew, who works in sports marketing. In her spare time, she and her husband enjoy gardening, traveling and spoiling their fur baby, Alfie.