



2025 Page Annual Conference



Whitney Eichinger
Senior Vice President & Chief
Communications Officer,
Southwest Airlines

Whitney leads Marketing and Communications at Southwest Airlines through a collection of Teams unified in championing Employees, Customers, and the communities which the airline serves. Whitney's passion for the iconic Culture of Southwest Airlines first propelled her to Vice President of Culture and Engagement where she focused on building strategic programs and change initiatives to

support delivery of the renowned Southwest Hospitality by the airline's highly engaged workforce. Prior to this role, she led the airline's Public Relations Team directing media relations, events, and issues management.

Outside of Southwest, Whitney led communications at Detroit-based Rock Ventures and Bedrock, a commercial real estate investment firm owned by Dan Gilbert, Founder and Chairman of Quicken Loans and Chairman of the Cleveland Cavaliers. Through the storytelling of more than 100 businesses that comprise Gilbert's Rocket Companies, Whitney's team championed the success stories of a Detroit renaissance. Prior to that role, Whitney served at Ford Motor Co., focusing on financial, investor, and legal communications.

Over the span of more than two decades, Whitney has built strong relationships with peers across various professional and non-profit organizations. She serves as a Trustee in the Institute for Public Relations and is member of the Page Society, which is the world's leading professional association for senior public relations and corporate communications executives and educators. She also serves on the



National Board of Directors for Make-A-Wish America. Additionally, she is a passionate animal lover and serves as Chair of the Board of Directors for the SPCA of Texas.

Whitney holds a Bachelor of Arts in Journalism from the University of Texas at Arlington. In her personal time, she enjoys traveling the globe experiencing new cultures, listening to podcasts, and scouring the cooking app from The New York Times for new recipes.