

# WOMEN LEAD NC

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**Carolyn Truelove**  
**Vice President of Reservations and Service Recovery**  
**American Airlines**

Carolyn Truelove is Vice President of Reservations and Service Recovery at American Airlines. As Vice President, she is at the helm of several pivotal customer-facing teams, including Reservations, Customer Relations, and Central Baggage Resolution, as well as the teams responsible for American's training and customer service recovery efforts.



Carolyn's professional journey is marked by her ability to foster resilient, dynamic teams dedicated to enhancing the customer experience. She is a faith-inspired leader who believes that reducing customer and employee effort fuels both customer and employee brand loyalty. Carolyn's approach is rooted in a clear, consistent communication strategy that respects the customer's preference, ensuring customers are well-informed at every stage of their journey. Her strategic vision encompasses extracting valuable customer insights and spearheading cross-functional collaborations to elevate the overall product, service, and experience options. As an expert in connecting people, Carolyn has a proven record of driving change to ensure customers receive the convenient, connected, and consistent customer experience they expect.

Prior to joining the American Airlines team in September 2022, Carolyn was the Vice President of Global Fan Experience at Fanatics. Her extensive background in the travel industry includes over two decades of experience, with significant leadership roles at Travelport and Orbitz, including the role of Vice President of Global Customer Experience at Orbitz.

Carolyn's thoughtful leadership in customer experience is exemplified by her service on the *Execs In The Know Advisory Board*, where she actively contributes to advancing customer engagement strategies within the industry. She holds a bachelor's degree in political science with a minor in French from the University of Colorado. In her personal life, Carolyn is a dedicated wife and mother to five children, harmoniously blending her commitment to caring for people on life's journey with her family responsibilities.