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“We Are Forward Focused.”



With 2015 fresh out of the gate, our team has harnessed a renewed sense of purpose to strengthen our operation and advance our customer experience. In the Commercial Portfolio, we are taking an even more aggressive approach to making decisions, meeting our timelines, and delivering on our promise to help the business—and our co-workers—soar even higher.

Our goal is not only to exceed customer expectations but to out-maneuver our competitors through the advantages of technology and innovation. Our book of work is, again, dense this year with state-of-the-art initiatives and we have a dedicated team whose past achievements hold great promise for success in the year ahead.

Along with the continuation of some crucial objectives from last year, additional themes are taking shape for 2015. Throughout the year, we will focus on the following: enabling customer self-service, introducing new digital products, delivering on time, enhancing our security posture, improving irregular operations handling, expanding our mobile environments and products, completing final migration activities, replacing infrastructure, and increasing customer loyalty.

Another key theme is that we will strengthen our partnerships, leveraging our partners' respective areas of expertise and determining which technologies make sense to power our business. And we will get back to the basics of running a clean, safe, secure, and reliable operation through continued enhancements to the way we work as a team delivering quality solutions. These and other forthcoming initiatives will help differentiate the airline from its competitors and may help the enterprise gain additional market share (and greater revenue and profits), as we increase the value we provide to our customers and employees.

In characterizing the Commercial Portfolio, you might say that we are on a mission to solve for tomorrow. The direction we will take is a forward-focused approach which aims at continually transforming the portfolio and prioritizing customer-centric initiatives that satisfy our customers and help retain, and draw, investors.

I have so much information to share with you—too much for one message—so, I will continue to communicate with you throughout the year. I will share more details about specific work

initiatives and show how and when we will achieve them. Let's enjoy the journey, as we create exciting opportunities together.

John Doe
Vice President, Commercial Portfolio