

2010 Out & Equal Workplace Summit

October 5–8 in Los Angeles



Opening Plenary

Wednesday, October 6

8:30 – 10:30am



Virasb Vahidi

Virasb Vahidi is the Chief Commercial Officer of American Airlines. He leads American's planning and marketing activities including network planning, strategic alliances (inclusive of American's membership in **oneworld**®), corporate fleet planning, corporate real estate, and revenue management, in addition to broad responsibility for the development, management, and promotion of American's products and services, including sales and distribution, marketing and advertising, and the AAdvantage frequent flyer program. Vahidi joined American Airlines as Senior

Vice President – Planning in June 2009. In returning to American, Vahidi rejoined the company where he spent more than eight years during the first phase of his airline career. In 1994, Vahidi joined American in Planning and subsequently served in a number of roles of increasing responsibilities in Revenue Management. He was named Managing Director of International Planning in 1998 and later served as Managing Director of Airline Profitability & Financial Analysis from 2000 to 2002

Vahidi joined AT&T in 2002 as Vice President of Corporate Planning and Investor Relations and later became Senior Vice President of Corporate Strategy and Development, a position he held until 2006. Following his tenure at AT&T, he served as Chief Operating Officer and member of the Board of Directors of Phorm, a technology company.

Vahidi earned a Master of Business Administration in 1994 at Paris' Ecole Nationale des Ponts et Chaussées and a Bachelor of Science degree in Applied Mechanics and Engineering Sciences from the University of California-San Diego in 1988.