



# Howard Putnam

Former CEO of Southwest & Braniff Airlines



## CSA CELEBRITY SPEAKERS

Howard Putnam is the former CEO of Southwest and Braniff Airlines and Group VP Marketing for United Airlines. He is the author of 'The Winds of Turbulence' on leadership and ethics. Harvard University wrote a case study on his experiences at Braniff, 'The Ethics of Bankruptcy' as a model as to how to handle stakeholders in crisis. He has also been an entrepreneur, serving as Chairman of a startup investment company and two small manufacturing and distribution companies.

### Howard Putnam will get your organization and you "Up To Speed"

#### In detail

Howard entered the airline business for Capital Airlines at age 17. Capital was soon merged into United and Howard held thirteen different positions before being named Group Vice President of Marketing for United Airlines in 1976. In 1978 he became President and CEO of fledgling Southwest Airlines in Dallas, TX. Howard led the visioning process at Southwest as well as further developing the "fun" culture and excellent customer service that South is still known for today. In 1981, Howard was recruited by the board of directors of Braniff International to come aboard as CEO and save and/or restructure the financially failing airline. He was the first airline CEO to successfully take a major carrier into, through and out of chapter 11. Braniff flew again in 1984.

#### What he offers you

Howard is an accomplished business and motivational speaker as well as an author, consultant, commentator and online mentor. In his presentations he shares his experiences on Leadership, Customer Service, Change, Transformation and Ethics and shows decision makers how to recognise the opportunities and deal with the challenges businesses face today in order to get up to speed.

#### How he presents

Howard's presentations are delivered with self-effacing humor that everyone can relate to. His insights into his successes and experiences are invigorating and thought provoking.

#### Topics

Visioning: Some Play the Game, Others Change the Way the Game is Played  
Leadership: Successful Strategies through Turbulence  
Innovation: Creating a Culture and Process for Ideas to Hatch  
Change: Transforming Organizations Successfully  
Profitably People and Culture: Hiring Attitudes & Developing Their Skills  
Ethics: The Ultimate Challenge in Ethics; Are You Really the Person Your Dog Thinks You Are?

#### Languages

He presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.

#### Publications

1995

The Winds of Turbulence