

SANDRA PINEAU-BODDISON

Senior Executive

United Airlines / Continental Airlines (Retired)

Senior Vice President, Customers

Senior Vice President, United Express Operations

Vice President, Customer Contact Centers

Vice President, Food Services Division

Partner and Managing Director | Founder

The Hayward Partnership / SPB Consulting LLC

Board Experience

*Intervine, Inc. / **Chairman Board of Directors***

*Texas Dow Employee Credit Union / **Secretary Board of Directors***

*Women in Aviation International / **Vice Chair Board of Directors***

*International Flight Services Association Foundation / **President***

Board of Directors



Sandra Pineau-Boddison is bringing a unique blend of customer experience knowledge, operational expertise, and financial acumen into the boardroom. Her 26-year record of leading airline and onboard services business units, including serving as Senior Vice President, Customers at United Airlines, translates into adding value and perspective as boards deliberate strategy and company direction. She understands KPIs, digital solutions and operations and how they elevate and differentiate the overall customer experience. Her collaborative approach as a leader contributes to her cultivating effective boardroom and company cultures. The boardrooms of companies aspiring to grow through customer and operational excellence will benefit from her presence.

Formerly as Senior Vice President, Customers at United Airlines, she reported directly to the Chief Revenue Officer and served as the chief customer officer responsible for the overall passenger journey, building strong loyalty while differentiating the experience. She oversaw the customer experience, food service, lounge and customer contact center divisions with ~8,000 employees and a budget of \$1.6BN. She designed and developed a voice of the customer program providing robust insights through 10,000 surveys per day resulting in the implementation of multimillion-dollar product and service enhancements and a ~20% increase in CSAT scores. She frequently presented to United's Board of Directors regarding the company-wide customer experience initiatives, vision, and progress where she gained strong knowledge and understanding of boardroom protocol and dynamics.

As Partner and Managing Director with The Hayward Partnership, a UK based consulting firm, and as Founder of SPB Consulting LLC, Sandra draws on her extensive industry experience when working with clients to optimize their business, improve operations, and accelerate revenue and cost performance. She led an in-depth strategic assessment for an airline evaluating all aspects of their onboard customer experience, providing the CEO and senior leaders financial data, opportunities, risks, market research, and customer insights to execute their future vision.

Sandra is currently Chairman of the Board for Intervine Inc., a global wine, food, and beverage management company serving the transportation industry. She chairs and serves on multiple committees and has leveraged her change management knowledge to lead a CEO succession plan and transition. In addition, she serves on the Texas Dow Employee Credit Union (TDECU) board as Secretary, finance and SPEC (succession planning, executive compensation) committees, the largest Houston-area credit union and fourth largest in the state of Texas. She is President of the International Flight Services Association Foundation (IFSA) board, a non-profit organization raising industry scholarships and serves as Board Vice Chair of Women in Aviation International (WAI), the largest aviation and aerospace non-profit that champions a world where the sky is open to all and where dreams are possible without barriers.

Sandra holds an MBA in Finance from Long Beach State University, a BBA in Marketing from Texas State University and an Honorary Doctorate of Food Services from NAFEM (North American Association of Food Equipment Manufacturers). She was also named to the Illinois Diversity Council's list of Most Powerful and Influential Women and is a member of the Women Corporate Directors (WCD) and National Association of Corporate Directors (NACD).