

Access to Experts



Teresa Laraba
Senior Vice President Customer Services
Southwest Airlines

JOB DESCRIPTION: Teresa oversees the Customer Support and Services, Customer Relations, Customer Service Agents, and Central Baggage Services.

EXPERIENCE: Teresa began her career in El Paso as a Part-time Customer Service Agent in 1984. She has held the position of Customer Service Supervisor in El Paso and Customer Service Manager in both El Paso and Dallas. She worked in our People and Leadership Development department as Manager of Corporate Employment and Director of Field Employment. Teresa came back to Ground Operations in 2000 as Senior Director of Ground Ops Training and Airport Solutions, as a Station Director for the Heartland Region, and most recently Vice President Ground Operations.

LENGTH OF SERVICE AT SOUTHWEST: Started in May 1984.

EDUCATION: Attended Texas Tech, North Texas State and University of Texas at El Paso.

FAMILY: Teresa lives in Richardson with her husband Brad, of 24 years, and their two daughters Catherine and Heather.

FIRST PAYING JOB: Swim lessons instructor and Swim Team coach.

PROUDEST MOMENT: The birth of my girls.

BEST ADVICE EVER RECEIVED: "Do any task, don't complain, and be proud of your contribution, no matter how small."

BEST ADVICE EVER GIVEN: "Slow down and listen - the person in front of you deserves your time."

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

The Conference Board is a global, independent business membership and research association working in the public interest. Our mission is unique: to provide the world's leading organizations with the practical knowledge they need to improve their performance and better serve society. The Conference Board is a non-advocacy, not-for-profit entity holding 501 (c)(3) tax-exempt status in the United States of America.