

## Access to Experts



**Adib Abraham**  
Manager, Diversity Markets  
American Airlines

Adib Abraham is responsible for African American and LGBT advertising within Diversity Markets. American Airlines' Advertising, Brand and Promotions organization is tasked with developing the marketing and media strategy for the Diversity Markets as well as advertising and promotions to create brand loyalty within these key market segments. The team is also responsible for managing and leveraging tactical alliances with organizations and individuals from both a national and cornerstone perspective as they relate to the Diversity Markets. Adib's role within Diversity Strategies afforded him the opportunity to communicate American's diversity and inclusion philosophy through education and training, retention and recruitment strategy and by encouraging diversity of thought in decision making across the company. This prepared Adib to move into advertising and use his skill set on a more external level. Prior to Diversity Strategies, Adib has worked in various departments within AMR, including Flight Service, American Airlines Credit Union, and American Eagle Airlines. He received his BS in Management from Northwood University and his MBA from University of Texas Arlington. He serves on the DFW Regional Affiliate of Out and Equal Workplace Advocates and volunteers for a number of organizations including Junior Achievement where he works with local elementary schools to teach them about family and community.

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