Justin W. Bundick

Vice President, Artificial Intelligence & Intelligence Platforms
Southwest Airlines

Justin W. Bundick is the Vice President of Artificial Intelligence & Intelligence Platforms at Southwest Airlines, where he leads one of the most advanced AI organizations in the airline industry. Over the past decade, Justin has built Southwest's AI function from the ground up—growing a small team into a 250+ person organization spanning machine learning, data science, generative AI, and agentic AI.

Justin is responsible for developing and scaling AI products that enable faster, more accurate, and more consistent decision-making across nearly every department of the airline. His teams deliver capabilities that combine robust data, traditional machine learning AI, generative AI, and agentic AI technologies—focused on building human-centric solutions that improve the daily experience of both employees and customers.

Known for marrying business strategy with cutting-edge innovation, Justin has consistently helped Southwest turn digital transformation into a competitive advantage. His 17+ year journey at Southwest spans a wide range of enterprise initiatives, including financial planning, enterprise performance management, business analytics, and strategic data programs. He also played a critical role in building the Company's descriptive and diagnostic analytics capabilities, decentralizing self-service tools across the enterprise, and modernizing how leadership receives performance insights.

Justin was recently recognized as one of the Top 75 AI Innovators in Dallas–Fort Worth by Dallas Innovates, the Dallas Regional Chamber, and Dallas AI. Prior to Southwest, Justin worked at EDS (an HP Company), where he developed long-range, scenario-based financial models used during the company's merger with Hewlett-Packard—marking the start of his career at the intersection of data, strategy,

and transformation.

A proud graduate of The University of Texas at Austin, Justin serves on the MSBA Advisory Council at the McCombs School of Business. Outside of work, he is a passionate advocate for community service, having served on the Board of Trustees for DIFFA/Dallas, including a term as Board Chair. He now serves on DIFFA/Dallas' Advisory Council.