
INDUSTRY NEWS

Leading Change at Southwest Airlines

Southwest Airlines' David Harvey to describe five strategic initiatives and future opportunities as Love Field in Dallas opens to unrestricted national destinations

21 July 2014 – Richardson, Texas, USA – How will Southwest Airlines change in coming months and years as the Wright Amendment is fully lifted from Dallas' Love Field, Southwest's home base, and flights are no longer restricted from there? How is project portfolio management being used to create the future for Southwest? What role does professional project management have? These and other questions are expected to be answered by the closing keynote speaker at the **8th Annual UT Dallas Project Management Symposium** being held during August 14-15, 2014 in Richardson, Texas, USA.

David Harvey, Senior Director of Network Planning and Performance at Southwest Airlines, has been announced as closing keynote speaker on Friday, 15 August for the UT Dallas Project Management Symposium being held in the **Naveen Jindal School of Management** on the UT Dallas campus in Richardson, Texas, USA. The theme of the 8th Annual UT Dallas Project Management Symposium is "*Maximizing the Value of Project Management*". For more information, [click here](#).



David Harvey has been with Southwest Airlines since 1999. He spent the first eight years of his career in Technology Solutions across Crew Management, Dispatch, Resource Optimization, Schedule Planning, Supply Chain, and eCommerce. He then spent five years leading Strategic Planning with PMO and Integrated Business Planning responsibilities across Fleet, Commercial, Customer, and Operations.

In January of 2013 he worked directly with the Chief Commercial Officer to build a Commercial Planning and Performance function across Network Planning, Marketing, Revenue Management, and Financial Planning & Analysis. Now, as Sr. Director of Network Planning and Performance, his focus is Network Strategy and Capacity Planning. He received his BBA from UT Austin in Management Information Systems and both his MBA in Operations Management and MS in Organizational Strategy from UT Dallas. David earned his PMP certification in 2007. He has four young sons (9, 8, 6, and 4) that keep him active outside the office and a beautiful wife that is an educator and writer.

Southwest Airlines pioneered a disruptive model in the U.S. airline industry starting in 1971 that democratized the skies with low fares, a great schedule, and outrageous customer service. Their flights in markets served were wildly successful for customers, communities, and shareholders alike for three decades. Then came the 2000's with 9/11 and two major recessions that turned the industry upside down from added regulation, fees, bankruptcies, mergers, soaring energy prices, decreased customer demand,

unbundling of services, and the emergence of “ultra LCCs” as well as a maturing cost structure driving the need for strategic change.

This presentation will review how Southwest Airlines through Portfolio Management determined its five strategic initiatives (i.e. AirTran Integration, All-New Rapid Rewards, fleet modernization, introducing the Boeing 737-800, and new reservation system with international capabilities) and through Change Leadership delivered the value needed to continue to return industry-leading results. The foundation laid over the last five years of construction unlocks tremendous future network growth in many key markets like Dallas Love Field, Washington D.C. Metro and launching new international destinations.

Other Keynote speakers announced for the 8th Annual UT Dallas PM Symposium include **Ron Patterson**, Assistant Manager for the City of Frisco who will speak on “The Dallas Cowboys move to Frisco”; **Wes Hardgrove**, CIO of 7-Eleven Corporation who will speak on “Continuous Improvement”; **Michael DePrisco**, PMI Vice President of Academic and Educational Programs, who speak on the topic of ; and **Andrew Bragg**, International Project Management Association (IPMA) Vice President and CEO of the Association for Project Management (UK) who will speak on “The Value of Project Management”.

The UT Dallas symposium will include an Opening Ceremony with keynote speakers, professional paper presentations by approximately 45 different speakers, three panel discussions, lunches and coffee breaks, a networking reception, keynote presentations by representatives of PMI and IPMA on Friday morning, and a closing plenary session with keynote speaker and door prizes. Participants can receive 16 PDUs for attending. Early registration with best price extends until 14 July 2014; discounted group pricing is also available. To register, see keynote speakers, view presenters’ abstracts and for additional information, go to pmsymposium.utdallas.edu.

The annual **UT Dallas Project Management Symposium** is organized by the Project Management Program at The University of Texas at Dallas (UT Dallas), in cooperation with the **PMI Dallas Chapter** and the **PM World Journal**. If you are a project manager or project management professional living in North Texas, plan to attend this world class symposium. More information can be found at pmsymposium.utdallas.edu.

The Project Management Program at UT Dallas provides application-oriented education for professionals with significant project, program or general management responsibilities. Established in the Executive Education division of the UT Dallas’ Naveen Jindal School of Management, students have the option of earning a Graduate Certificate in Project Management, a Master of Science degree with an emphasis in project management, or a Master of Business Administration degree with project management emphasis.

The UT Dallas PM program, originally developed in 1997, is accredited by the Project Management Institute (PMI®) and is registered with the PMI Registered Education Provider Program (PMI R.E.P.). The program is taught by world-class faculty with a blend of industrial project management, consulting and teaching experience. UT Dallas’ PM

Program is delivered both on campus and online, and attracts students from across the USA and worldwide. For more information, visit project.utdallas.edu.

The PMI Dallas Chapter is a volunteer-based professional association dedicated to supporting the growth and development of project management practitioners, as well as building awareness of the project management discipline and its critical role in business and organization success. With more than 350,000 members in over 180 countries, the Project Management Institute (PMI®) is the world's leading membership association for project management. Founded in 1984 and with over 4,000 members, the PMI Dallas Chapter is one of the world's largest PMI components. To learn more about the PMI Dallas Chapter and its service offerings, visit www.pmidallas.org

The **PM World Journal** (PMWJ) is a global online publication produced by PM World in the United States, but created by a virtual team of contributors and editors around the world. Each month, the **PMWJ** features dozens of articles, papers and stories about projects and project management in different countries and industries. PM World also produces and maintains the **PM World Library**, a global resource for continuous learning in portfolio, program and project management. To see the latest edition of the PMWJ, visit www.pmworldjournal.net; to learn more, visit www.pmworldlibrary.net.