

Caroline Clayton | Senior Vice President and Chief Communications Officer

Caroline Clayton serves as Senior Vice President and Chief Communications Officer, where she is responsible for telling American's story both internally and externally. She oversees all communications for the enterprise, as well as the company's various news and engagement channels. She also leads the airline's executive and leadership communications efforts and its proactive social media approach.

Previously, Caroline served as American's Senior Vice President of Communications and Chief Marketing Officer, where she oversaw the company's marketing and sponsorships evolution. Prior to joining American in 2014 as Director of Communications, she served as Senior Vice President at Weber Shandwick, one of the world's leading public relations firms, with a focus on enterprise communications, reputation and issues management and crisis communications. Caroline began her career in the publishing industry working for Miramax Books and later HarperCollins Publishers.

Caroline is member of PageUp, the world's leading professional association for senior communications executives and sits on the Board of Directors for American Advertising Federation as well as the Baylor Scott & White Charles A. Sammons Cancer Center in Dallas. She earned bachelor's degrees in public relations and communications and English literature from Texas Christian University.