



Lori Winters

Senior Director, Employee Experience Southwest Airlines

Since 2019, Lori Winters has served as Senior Director of Employee Experience for Southwest Airlines. Lori is responsible for Employee Experience Strategy and Delivery, Employee Insights, and Awards and Recognition. She led development of the employee experience capability focused on understanding the “voice of the employee” and implementing improvements to the end-to-end employee journey. In 2020, she led the strategy, design, and implementation of a new listening strategy, powered by Qualtrics, which includes both engagement surveys and employee journey moment surveys. In 2022, she led the strategy, design, and implementation of a new awards and recognition program, leveraging OC Tanner as the platform for day-to-day recognition and milestone service anniversaries.

In 2011, Lori developed the first Change Leadership capability for Southwest, including a custom methodology and toolset. She grew the Team and capability to a team of 23 people focused on helping employees adapt to all types of change, ranging from technology implementations to strategic business transformations.

Lori joined Southwest in 2006 as a Director within the Customer Support and Services Department, focusing on strategy and projects.

Prior to joining Southwest, Lori was a Sr. Manager with Deloitte Consulting’s Human Capital practice specializing in Change Leadership, Performance Management, and Project Management. She also contributed to two change-related books with Deloitte Consulting partner, Dan Cohen: *The Heart of Change* and *The Heart of Change Field Guide*.

Session(s)

Driving Employee Engagement: Engage. Inspire. Motivate.