
JetBlue names new VP, Inflight Experience

By **Rick Lundstrom** on December, 6 2018 | People



JetBlue today announced the appointment of Edward Baklor as the new Vice President, Inflight Experience. He will join JetBlue in January 19 and lead the carrier's 5,000 inflight crewmembers.

Baklor comes to JetBlue from [LaGuardia Gateway Partners](#) where he served as Chief Commercial Officer responsible for leading the team that is transforming the commercial and guest experiences at LaGuardia Airport's Terminal B.

He previously served as the Senior Vice President of Guest Experience at Calgary-based WestJet, where he led the carrier's airport operations, inflight, and contact center teams. Baklor also spent 14 years in various leadership roles at The Walt Disney Company's Theme Parks and Resorts division before joining the aviation industry.

"Ed has built his entire career around the idea of service excellence, making him a perfect fit to lead JetBlue's Inflight team," said Ian Deason, JetBlue's Senior Vice President, Customer Experience. "I'm thrilled to welcome him and look forward to working together to make JetBlue an even better airline for our crewmembers and customers."

"I've always admired JetBlue for creating a great culture that clearly helps drive a memorable experience for its customers," Baklor added. "I'm very excited to work alongside JetBlue's inflight crewmembers as the airline continues to grow and evolve."