

JetBlue announces changes in leadership



Don Uselmann, Vice President of Inflight Experience, JetBlue

[JetBlue](#) announced key leadership appointments in inflight and loyalty in a [March 31 press release](#).

Don Uselmann has been appointed Vice President of Inflight Experience. He will report to Ed Baklor, JetBlue's Head of Customer Care and Programs. In this role he will lead and support JetBlue's inflight team, ensuring new and current crew members have the tools and training they need.

"The JetBlue Experience truly comes to life through our culture and our incredible people, particularly while customers are in flight. I am thrilled to be joining our team of more than 6,000 award-winning inflight crew members as we aspire to deliver exceptional experiences to each and every customer on each and every flight," said Uselmann.

"We are very excited to welcome Don to inflight. Since joining JetBlue in 2006, Don has developed a deep understanding of the customer journey and his focus on delivering powerful human interactions is noticeable throughout his own journey with JetBlue," said Baklor.



Chris Buckner, Vice President of Loyalty Programs and Partnerships, JetBlue

Chris Buckner has been promoted to the role of Vice President of Loyalty Programs and Partnerships. Buckner will be responsible for continuing to evolve TrueBlue, JetBlue's loyalty program, and evolve JetBlue's cobranded credit card portfolio.

Buckner joined JetBlue in 2020 as Director of Customer Loyalty and Partnerships where he's played a key role in rolling out enhanced TrueBlue benefits, including Mosaic and the launch of JetBlue' Mosaic+ in 2021. Before joining JetBlue, Buckner spent 16 years in commercial roles across the aviation industry.

"Since joining the team, we have developed an ambitious roadmap that will redefine the loyalty space for our customers and for JetBlue. I look forward to bringing this plan to life over the coming months and years," said Buckner.