
Graham W. Atkinson
Executive Vice President and Chief Customer Officer
United Airlines

Graham Atkinson is executive vice president and chief customer officer of UAL Corporation and United Air Lines, its principal subsidiary company. He is based at the company's headquarters in Chicago.

Named to the position in September 2006, he is responsible for improving how United meets the expectations of its customers, developing targeted products and services, and ultimately driving greater customer satisfaction.

Prior to assuming his current position, Atkinson served as senior vice president of Worldwide Sales and Alliances for the company, where he was responsible for all worldwide sales, reservations and alliances activities for the Worldwide Sales and Alliances division. In that role, he also oversaw all aspects of United's role in Star Alliance, the first comprehensive global airline network, including partnerships with airlines spanning the globe.

Atkinson joined United in 1991 and has held key customer-facing leadership roles, including senior vice president of International, where he was responsible for all international markets: Atlantic, Pacific and Latin America. Prior to that position, he served as senior vice president of Marketing, where he was responsible for United's global marketing strategies, advertising and communications. He also served as general manager of United Kingdom, based at United's offices in London and as vice president of Atlantic, where he oversaw all of United's business affairs and sales and marketing in Europe, the Middle East and Africa.

Prior to joining United, Atkinson held the position of commercial director at Aviareps, a leading airline management and representation company in the United Kingdom.

Atkinson holds a bachelor's degree in business studies from the Ealing School of Business in London, and is a board member of the Chicago Council on Global Affairs.

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