
John P. Tague
Executive Vice President and Chief Revenue Officer
United Airlines

John Tague serves as executive vice president and chief revenue officer of UAL Corporation and United Airlines, its principal subsidiary company. He is based at the company's headquarters in Chicago.

Named to the position in April 2006, Tague is responsible for all revenue-generating activities, including marketing, alliances, international and regulatory affairs, sales, distribution and reservations, and United Loyalty Services, including Mileage Plus® and e-Commerce. He also is responsible for all of United's planning activities, including pricing, yield management and route scheduling.

In May 2004, Tague was named executive vice president of Marketing, Sales and Revenue, where he was responsible for all revenue-generating activities, including planning, scheduling, pricing and revenue management. He joined United in 2003 as executive vice president of Customer.

Prior to joining United, Tague served as president and chief executive officer of ATA Holdings Corp., at the time, America's 10th largest airline, with sales of \$1.4 billion and 8,000 employees. Before his appointment to president in 1993, Tague served as executive vice president of Marketing and Planning for ATA Airlines Inc. He also held various positions at Midway Airlines, including senior vice president of Marketing and Planning.

Tague currently serves on the board of trustees for the John G. Shedd Aquarium. He also previously served on the board of directors for Pacer International, Inc., a logistics services organization, Orbitz and the Air Transport Association.

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