



ISABELLA (BELLA) D. GOREN
SENIOR VICE PRESIDENT &
CHIEF FINANCIAL OFFICER
AMERICAN AIRLINES, INC.



Isabella (Bella) Goren was named Senior Vice President in 2006 and Chief Financial Officer of AMR Corporation and American Airlines in 2010.

As CFO, she is responsible for all of the Corporation's financial functions, including treasury, corporate finance, corporate development, purchasing, accounting, tax, financial planning, and relationships with the investment community.

Ms. Goren's prior position, which she held between 2006 and 2010, was Senior Vice President of Customer Relationship Marketing. In that role, she led American's efforts in expanding revenue generation and customer relationships through a full range of personalized marketing and loyalty-building customer services. Her responsibilities encompassed American's AAdvantage® program, one of the largest and most popular customer loyalty programs in the world. In that role, she was also responsible for leading over 5,000 employees in the Company's call centers, and a broad range of customer

interactions and revenue generation via the corporate website, AA.com, American's single largest ticket sales venue.

Ms. Goren joined American in 1986 as a Financial Analyst and was subsequently promoted to managerial positions in the Human Resources/Executive Compensation and Revenue Management departments. In 1992, she became AMR's Director of Investor Relations, serving as AMR's primary interface with the Wall Street community.

In 1994, Ms. Goren was promoted to Vice President of Finance and Administration for AMR Services, a subsidiary of AMR Corp. that provided aviation-related services, including ramp, passenger and cargo handling; aircraft and equipment maintenance; and fueling at over 60 locations worldwide. She was named President of the Company in 1996, and held that position until she was promoted to a Corporate Officer of American and named Vice President of Customer Services Planning in 1998.

As American's Vice President of Customer Services Planning, Ms. Goren was responsible for business planning, service policies and processes, as well as other functions in support of airport operations. In 2000, Ms. Goren also assumed leadership of American's Pacific Division, which included operations in Japan and business activities throughout Asia/South Pacific. Between 2003 and 2006, she held the position of Vice President of Interactive Marketing and Reservations, being responsible for AA.com and American's call centers.

Ms. Goren is fluent in Russian. Before joining American, Ms. Goren was a chemical engineer, conducting nuclear waste disposal research for DuPont from 1983 to 1985. She earned a B.S. in Chemical Engineering, with highest honors, from the University of Texas and an MBA from Southern Methodist University (SMU), where she graduated first in her class.

She serves on the Board of Directors of Gap Inc, one of the largest global specialty retailers. She is also on the Executive Board of the SMU School of Engineering and is a member of the International Women's Forum. Previously, she served on the Boards of the Make-A-Wish Foundation of North Texas and the North Texas Business for Culture and the Arts. In 2008, Ms. Goren was recognized by ForbesLife Executive Woman as one of the 25 most influential women in travel.