



THE CIO LEADERSHIP EVENT

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In partnership with



CIO Executive Council

Leaders Shaping the Future of Business

Accelerating the IT/Business Opportunity

IT as Strategic Business Partner

Rob Maruster
Chief Operating Officer
JetBlue Airways

A Brief History

Date	Milestone
February 2000	Commenced service
December 2000	Operated 10 aircraft and served 12 destinations Profitable by year-end
May 2002	First Caribbean service launched (JFK to San Juan, PR)
January 2003	10 million customers, 20 cities and 38 Airbus A320s
March 2005	Awarded Diamond Certificate of Excellence
November 2005	First delivery of Embraer E190 aircraft
October 2008	Opening of Terminal 5 at JFK
September 2009	20 million customers, 60 cities and 151 aircraft
February 2010	Ten year anniversary



**America's
Favorite
Airline**

CREWMEMBERS
AND TOOLS

EXCEPTIONAL
PROCESSES

CUSTOMER
RELEVANCE

SHAREHOLDER
VALUE

Keep
Our
Edge

Drive a Low
Cost Culture

Ex-fuel
CASM

Value
Creation

Crew-
member
Net
Promoter
Score

Deliver and
Refresh the
JetBlue
Experience

Customer
Net Promoter

Free
Cash
Flow

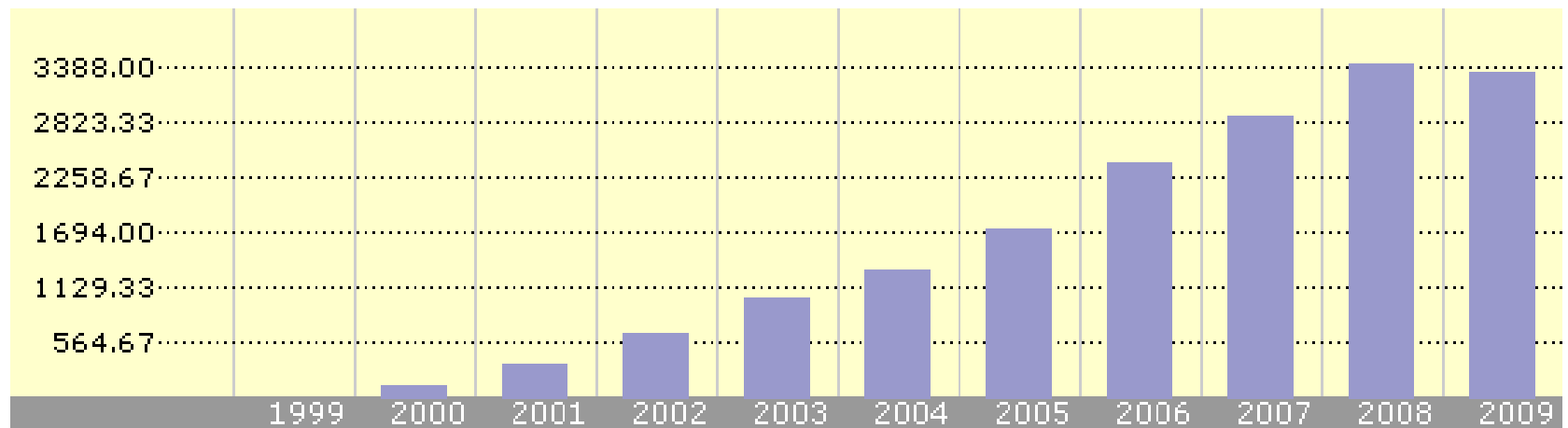
Grow
Our
Network

Operating
Margin

Aligned to the Same Goals



Roles & Responsibilities



JetBlue Passenger Revenue Since 2000 (\$B)





Discussion

