

Icema Gibbs

Vice President Corporate Social Responsibility and Diversity, Equity and Inclusion,
JetBlue Airways

Vice President Programs, JetBlue Foundation



Icema D. Gibbs is the Vice President of Corporate Social Responsibility and Diversity, Equity & Inclusion for JetBlue Airways. She also serves as Vice President of Programs for the JetBlue Foundation, the airline's STEM and aviation-focused non-profit that is dedicated to diversifying the industry. Ms. Gibbs is responsible for JetBlue's corporate citizenship, cause marketing, philanthropy and diversity strategy, driving the brand's overall social impact and ensuring that JetBlue is an inclusive company and diverse workplace.

Through her leadership, JetBlue For Good's award-winning corporate social responsibility platform has been recognized and applauded in the U.S. and abroad. She has been honored for her leadership and dedication to creating social change including being named "CSR Professional of the Year" in 2019 by *PR News*. Ms. Gibbs was also recently recognized in *City and State's* Power 50 list where she landed at #7 of the most influential Kings and Queens in Queens, NY, as well as the outlet's New York City Women's Power 100 list. She even has a day named in her honor - April 23 is recognized as "Icema Danielle Gibbs Day" in Queens, NY, a recognition bestowed upon her by former Queens Borough President Helen Marshall.

Ms. Gibbs is one of JetBlue's founders, having been with the airline long before it took to the skies or even had airplanes. She joined the company in August 1999 as Director of JFK Operations. She was part of the small team that worked to get JetBlue certified as a commercial airline by the Federal Aviation Administration. Ms. Gibbs was responsible for all aspects of operations and customer experience. She started her aviation career at Newark International Airport with People Express. Ms. Gibbs joined Continental Airlines after the airline merged with People Express in 1987. At Continental, she took on roles of increasing responsibility, ultimately serving as Director of Customer Service, managing the airport staff responsible for more than 800 daily departures and arrivals. Ms. Gibbs was instrumental in establishing and managing Continental's award-winning Concierge program.

Ms. Gibbs' leadership has afforded her the opportunity to participate with other social impact thought leaders to help former New York City Mayor Bloomberg and his administration launch NYCserve – New York City's volunteer initiative. She is a founding board member of the City University of New York's Aviation Institute at York College and serves on the boards of Greater Jamaica Development Corporation and the New York Council of Airport Opportunity. Additionally, she serves on the board of DoSomething.org; a national not-for-profit web-based company that inspires and supports young people changing the world.

Adamant about giving back to her own community, she is also a member of the Greater New York Chapter of The Links, Inc., a civic organization. Ms. Gibbs graduated from Syracuse University with a degree in broadcast journalism. She is a native of Queens, New York, where she lives today with her daughter, also named Icema.

ABOUT JETBLUE

JetBlue is New York's Hometown Airline®, and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles, Orlando, and San Juan. JetBlue carries customers across the U.S., Caribbean, and Latin America. For more information, visit jetblue.com.

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