

Carol Campbell
Managing Director – Consumer Insight
Delta Air Lines

Carol Campbell is an established, energetic Fortune 100 Experience Planning & Development Executive who delivers innovative and game-changing business opportunities to actualization. Carol joined Delta Air Lines to lead its Consumer Insight arm and advance their global customer experience after a 22 year career with the Walt Disney Company which was most notably marked by her leadership of the worldwide hotel development portfolio. Carol brings to Delta a reputation for getting deep into the minds of consumers (and employees), challenging the status quo, and bringing innovative experiences to life.

She helped lead the development of Disney's service standards worldwide, a foundation that is still in place today, and curated a multi-billion dollar experience advancement strategy for Disney's hotels around the globe... the hallmark of which was the latest announcement of the Star Wars Hotel in Orlando. Never afraid to think big, Carol's reputation for growing the customer experience continues to push boundaries and inspire consumer-centric thinking in others. She enjoys growing future talent, bringing teams together cross-divisionally, and building excitement around what could be possible.... and then making it happen. Carol proudly serves on MSU's Hospitality Business Alumni Board of Directors and received her MBA from Rollins College.