

April 4, 2023  
12:30 - 1:50 PM

Martha Proctor Mack  
Grand Ballroom

## The Sky is *Not* the Limit: A Conversation with Women in the C-Suite at American Airlines



**Priya Aiyar** is American's Chief Legal Officer. She leads the airline's Legal Affairs team and its legal strategies. This includes the company's corporate governance, securities and corporate finance, commercial, litigation, competition and antitrust, compliance, privacy, environmental, labor and employment, and intellectual property legal issues and work. Priya joined American in 2019 and played a crucial role in the company's navigation of the COVID-19 pandemic.

Prior to joining American, Priya served as a partner at Willkie Farr & Gallagher LLP, as Acting General Counsel and Deputy General Counsel for the U.S. Department of the Treasury, and as Deputy General Counsel for the U.S. Department of Energy. Earlier she held other senior legal roles within the federal government and was a partner at Kellogg, Huber, Hansen, Todd, Evans & Figel PLLC. She began her legal career as a clerk to Judge Merrick Garland of the U.S. Court of Appeals for the D.C. Circuit and to Justice Stephen Breyer of the U.S. Supreme Court.

Priya holds a Juris Doctor from Yale Law School, a master's degree from the University of Oxford and a bachelor's degree from Harvard University.



**Cole Brown** is American's Chief People Officer. In this role, she leads all aspects of the airline's People organization, including the teams supporting Global Talent and Recruitment; Benefits; Global Compensation; People Operations; Global Learning; and Diversity, Equity and Inclusion.

Cole most recently served as Vice President, Human Resources for Amazon's Devices & Services, Corporate & Business Development, and Advertising & Entertainment business segments. Prior to this role, she was Amazon's Vice President of Human Resources for North America Customer Fulfillment. In these roles, she served as each business's chief human resources officer with responsibility for all aspects of human resources, including recruiting, organizational design, training and development, diversity and inclusion, and employee relations.

Prior to Amazon, Cole served as Senior Vice President and Chief Human Resources Officer for Conifer Health Solutions. Her experience also includes serving as Senior Vice President of Human Resources for Walmart U.S. Stores Operations, the company's largest business segment. Before that, she served as Chief Diversity Officer for Walmart, Inc. Prior to joining Walmart in its Legal Department, Cole practiced as an attorney specializing in employment law and administrative regulations with Bashen Consulting, Wickliff & Hall, P.C. and Doerner, Saunders, Daniel & Anderson, L.L.P.

Cole holds both a bachelor's degree and a Juris Doctor from Southern Methodist University in Dallas.

Introduction by:  
Briana M.  
Blackman, JD, MBA '19

Avery Capital  
Counsel & Manager of Operations



**Noelle LeVeaux**, today's moderator, is the Group Publisher of D Magazine Partners with revenue generation, sales, and marketing responsibility for their four print magazines and all online products.

In her more than 20 years in marketing communications, Noelle has accumulated a broad range of experience, including her role as Chief Marketing Officer of Visit Dallas, the marketing arm of the City of Dallas. In 2012, Noelle launched the award-winning BIG Campaign to rebrand Dallas, including a traditional media buy, as well as a social/public engagement campaign. She was honored by Skift.com as one of the 50 top travel marketers in the world.

Prior to joining D Magazine, Noelle served as interim vice-president of Marketing/Public Relations for Children's Medical Center. While at Children's, she co-produced a 13-part television documentary that aired on the local ABC affiliate.

In 2006, Noelle co-founded Dress for Success Dallas, an affiliate of an international organization whose mission is to promote the economic independence of disadvantaged women. Currently, Noelle also serves as the nominating committee chair on the board of Community Partners of Dallas, recently joined the board of CityYear, chairs the marketing committee for Uptown Dallas Inc, and is a member of the Junior League of Dallas Community Advisory Board. She is also a member of the Dallas Assembly, Charter 100 women, and an alum of Leadership Dallas, Class of 2011.

Noelle holds a Bachelor of Science in Mathematics from Spelman College and a Master of Science in digital communication analytics from the University of North Texas.

*Jennifer M. Collins*  
**Women's Leadership Initiative**

The Jennifer M. Collins Women's Leadership Initiative aims to enhance the leadership and professional skills of women SMU Law students and practicing attorneys and address the unique challenges they may face during their education and throughout their careers. Led by Dedman Law Director of Alumni Relations Ashley Ellis, this Initiative addresses issues such as retaining women in the legal profession, elevating women in leadership positions, and enhancing rainmaking and networking skills.

**SMU** Rowling Center for  
Business Law & Leadership

The Robert B. Rowling Center for Business Law & Leadership is the only center of its kind in Texas and has emerged as a national leader in the conversation on the intersection of business law and leadership. The Center builds upon the dynamic business and economic environment in Dallas - Fort Worth and the rich business tradition of SMU and the Dedman School of Law. We offer Dedman Law students, alumni, faculty, and friends networking opportunities, innovative courses and programming, hands-on legal interactions, and cutting-edge faculty research.