



Tony Torres
International Business Consultant
Southwest Airlines

Fluent in Spanish, Tony has more than twenty five years' experience in the airline industry. His background includes extensive business knowledge of Latin America and Caribbean markets, as well as experience creating and implementing offshore commercial strategies, and developing new and emerging markets.

Tony Torres is a member of the Southwest Airlines International Planning team where he serves as an international business consultant. Tony is based at the company's headquarters in Dallas, Texas, but portfolio includes frequent travel to Latin America and the Caribbean.

Tony's current focus is on growing Southwest Airlines' foreign-based corporate account and travel agency portfolio, as well as developing tailor-made distribution solutions and relationship management.

In addition to his work on sales initiatives, Tony is responsible for identifying business opportunities, as well as growing Southwest Airlines' market-share within Mexico, and Central America and Caribbean on existing and new Southwest Airlines international routes. Tony advocates for Southwest Airlines both in the U.S. and abroad through networking, educational initiatives and preferred carrier partners in Southwest Airlines' dedicated international distribution channels.