

Chris Priebe

Senior Director, Treasury - Payments and Risk

Southwest Airlines

Chris Priebe has 25+ years of experience in the Airline Industry. He has held various positions in Accounting, Treasury and Risk Management.

Mr. Priebe is Managing Director – Treasury Risk and Payments at Southwest Airlines in Dallas, Texas. Chris leads the Corporate Insurance function in the Finance Department (General Liability, D&O, Cyber, Property, General Liability Claims) and runs the company's billion-dollar Texas Insurance Captive. Additionally, he is responsible for the airline's consumer payment acceptance strategy where he focuses he and his team's efforts on refining strategy to optimize the customer payment orchestration for all channels and payment types for \$25B in sales.

Mr. Priebe is a current member of the Board of Directors of UATP. He is also an Executive Board Member and Treasurer of the Merchant Advisory Group (a US merchant advocate).

Mr. Priebe has a Bachelor's Degree in Accounting and Finance from Texas Tech University.