
[Tori Forbes-Roberts, S.V.P. ? Reservation Sales and Customer Care](#)

Tori Forbes-Roberts is Senior Vice President – Reservation Sales and Customer Care. In this role, she is responsible for nine Customer Engagement Centers in three countries with approximately 6,000 employees who engage with more than 40 million customers annually through phone, email, messaging and social media channels and generate approximately \$3.5 billion in annual sold revenue.

Previously, Tori served as Vice President – Pricing and Revenue Management – Americas where she was responsible for pricing and inventory management strategy and execution across Delta’s North America, Latin America and Caribbean franchises. Prior to that, she has held positions of increasing responsibility in SkyMiles Co-Brand and Domestic Partnerships. She has also held leadership roles in WorldPerks Partner Marketing and Sales Planning and Analysis at Northwest Airlines, prior to its merger with Delta Air Lines.

In addition to her current responsibilities at Delta, Tori serves on the Board of Advisors for the Atlanta Partnership for Education, the Atlanta Public Schools foundation, a 501c3 organization.

Tori graduated from McGill University with a bachelor’s in Biology and holds an MBA from Southern Methodist University.

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