
[Carol Campbell, Managing Director – Consumer Insight](#)

Carol Campbell is Managing Director – Consumer Insight for Delta Air Lines, responsible for guiding and shaping long-term strategies to deliver world-class experiences for Delta’s customers. Under Carol’s leadership, the Consumer Insight team plays a critical role in helping Delta to understand what’s most important to our customers in the present and anticipate expectations in the future, and to focus the organization on effective actions.

Carol Campbell joined Delta in 2018 after 22-years with the Walt Disney Company, 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 collaborating across teams to bring innovative experiences to life. Never afraid to think big, Carol’s reputation for improving the customer experience pushes boundaries and inspires consumer-centric thinking in others. She has held numerous operations, commercial and business development roles that enabled strong cross-organizational integration.

Carol serves on the boards of the Eli Broad College of Business at Michigan State University and JDRF Georgia. She received her undergraduate degree from Michigan State University and her MBA from Rollins College.

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