

Jill Kaplan



Jill Kaplan is President of New York/New Jersey for United Airlines. In this role, she holds the top leadership position for United in the region, and leads United's brand within the New York metropolitan area, home to the carrier's New York/New Jersey hub at Newark Liberty International Airport. Kaplan works closely with all integral departments including government and community affairs, marketing, sales and more, as well as with the local airport authority, to ensure United continues on its path to becoming the best airline for its customers, employees and everyone it serves.

Kaplan joined United from Crain's New York Business where she served as Vice President and Publisher. In this role, she set strategy, defined the vision and branding mission, oversaw product development and managed all aspects of the brand including sales, editorial, marketing, digital, events, audience development, custom solutions and hosted Crain's New York Stories television series. Prior to Crain's, Kaplan held management positions with The Wall Street Journal and The Economist.

Kaplan serves on several boards in the NYC region. A graduate of Clark University, Kaplan and her husband live with their two teenage daughters on the Upper West Side.