



Holly Hegeman

Holly Hegeman is founder and publisher of PlaneBusiness Banter, the most widely read weekly financial publication covering the airline industry. The publication covers operations, labor relations, management strategies, and financial analysis of the U.S. airline industry, as well as select international carriers.

Holly paid her dues both on Wall Street, and working as a consultant to then AMR Chairman and CEO Bob Crandall in the 90s. Herb Kelleher, former Chairman and CEO of Southwest Airlines has said of Holly, "I used Holly for my competitive intelligence when I was CEO, because she always told me what was going on in the industry before anyone else. And she was always right. She tells it like it is."

Most recently, Holly was heavily involved in the coverage of the American Airlines bankruptcy and the airline's subsequent merger with US Airways. Her weekly column, "AMR Bankruptcy Follies", which ran in PlaneBusiness Banter, was widely regarded as a "must read" for the most thorough take on the merger. Holly is a frequent speaker at both corporate travel and airline financial events and has appeared on such news outlets as PBS Newshour, CNBC, CNN, and NPR and has been quoted widely in such publications as The New York Times, Wall Street Journal, and USA Today.