



# Bridget Goldstein

Senior Manager, Loyalty Data Analytics  
United Airlines

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Bridget Goldstein is the Senior Manager of Marketing & Loyalty Data Analytics at United Airlines, located in Chicago, IL. In her role, Bridget is responsible for leading a team focused on driving value for marketing and loyalty programs through data and analytics. She manages projects including customer lifecycle and segmentation modeling, test and learn strategies across marketing channels, and cobrand credit card acquisition and retention program optimization. Bridget has held multiple positions at United in marketing, loyalty, e-commerce, technology and analytics.

Prior to United, Bridget worked at HNI Corporation as an IT Business Analyst, where she led supply chain technology and process improvement projects. She received a BBA in Management Information Systems and an MBA from the University of Iowa.

Bridget is active in United's women's business resource group, where she successfully launched several new initiatives bringing women together for networking and career development. In addition, Bridget has held positions as a board member and volunteer for several nonprofit organizations, including Sue Duncan Children's Center and Junior Achievement.