

# TBM Conference



## Breaking Silos, Driving Value:

## Southwest Airlines' Blueprint for the Adaptive Enterprise

Cristian Holston & Konstantin Popov

NOVEMBER 2025

Presented in partnership with



# Introductions



**CRISTIAN HOLSTON**

Sr. Enterprise Architect

---

Southwest Airlines



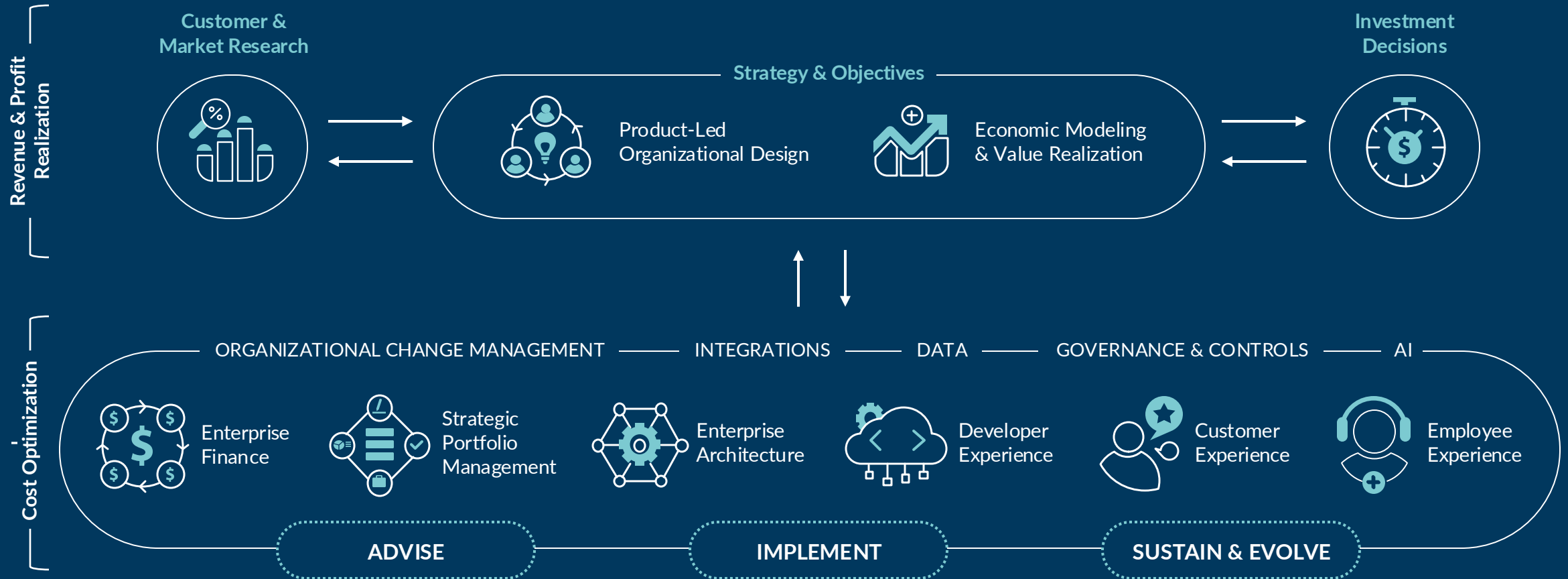
**KONSTANTIN POPOV**

VP, Enterprise Tech & Financial Management

---

Cprime

# Modern Operating Model For Creating Enterprise And Customer Value



# Learn More about Southwest's Journey

Learn more about a governance model that scales, a clearer path to App TCO, and a system where architecture drives decisions, not just diagrams.



## Action and Architecture:

Southwest Airlines Connects Finance,  
Capabilities and Demand for App TCO

**4:00 PM - 4:45 PM EST**

Shimmer - 4th floor



# Thank You

Scan to connect & learn more

