



Sue Kazlaw-Nelson
Global Manager
PetSafe Product Development and Marketing, United Cargo

Sue Kazlaw-Nelson is Global Manager of Product Development and Marketing for PetSafe, United Airlines' program for transport of live animals. Her expertise in this area was recognized by election as one of 12 members of the IATA Live Animals and Perishables Board (LAPB). She was elected to the LAPB for a three-year term in 2017.

In her United role, Kazlaw-Nelson works with United's Cargo Operations and Customer Contact Center teams to ensure compliance with standard practices that ensure the safety, comfort and well-being of animals traveling with United. She also evaluates and implements product features to maintain PetSafe's position among industry leaders in pet transport via air. She played a key role in the major redesign and relaunch of PetSafe in 2018.

Kazlaw-Nelson's 30-year professional career has been centered on the airline industry. She returned to United Airlines in her current role in 2015 after several years at Gogo, where she developed marketing plans for the initial launch of inflight internet. In her prior tenure with United, she managed regional advertising and marketing partnerships and led the branding and launch of United Pet Class, which included a partnership with the American Kennel Club.

Kazlaw-Nelson has a personal passion for all animals and currently has three dogs and two parrots. She has volunteered at an animal shelter in Illinois and has significant knowledge of animal care for various species. She is also a strong advocate for conservation of endangered species and the prevention of animal cruelty and abuse.