

Gol Intelligent Airlines Inc.
Form 6-K
September 14, 2011

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16 OF THE
SECURITIES EXCHANGE ACT OF 1934

For the month of September, 2011
(Commission File No. 001-32221) ,

GOL LINHAS AÉREAS INTELIGENTES S.A.
(Exact name of registrant as specified in its charter)

GOL INTELLIGENT AIRLINES INC.
(Translation of Registrant's name into English)

R. Tamoios, 246
Jd. Aeroporto
04630-000 São Paulo, São Paulo
Federative Republic of Brazil
(Address of Registrant's principal executive offices)

Indicate by check mark whether the registrant files or will file
annual reports under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the
information contained in this Form is also thereby furnishing the
information to the Commission pursuant to Rule 12g3-2(b) under
the Securities Exchange Act of 1934.

Yes No

If "Yes" is marked, indicated below the file number assigned to the
registrant in connection with Rule 12g3-2(b):

GOL Simplifies its Organizational Structure Seeking Synergies and Increased Efficiency

São Paulo, September 13, 2011 – GOL Linhas Aéreas Inteligentes S.A. (BM&FBOVESPA: GOLL4 and NYSE: GOL or the “Company”),(S&P/Fitch: BB-/BB-,Moody’s: B1), the largest low-cost and low-fare airline in Latin America, hereby announces an organizational restructuring, reducing its number of Vice-Presidencies from three to four and the number of areas from twenty-five to twenty-one. The new structure is in line with the strategy of streamlining the decision-making process and increasing synergies between the areas in an integrated and cooperative environment in line with the Company’s low-cost business model.

A new Customers and Market Vice-Presidency was set up, combining the former Vice-Presidency of Market and New Businesses and Vice-Presidency of Customers, Employees and Management.

In addition, the Communications, Innovation, Institutional Relations and Airport areas were absorbed by existing areas.

With the new structure, the Vice-President of Market and New Businesses, Claudia Pagnano, will be leaving the Company and we would like to take this opportunity to acknowledge her skills and professionalism.

The Customers and Market Vice-Presidency will be part of the front line (Airports and Service Center), responsible for the Sales, Marketing and Customer Service areas, and will be headed by Ricardo Khauaja.

The Financial, Investor Relations, Strategy and Information Technology Vice-Presidency, headed by Leonardo Pereira, will now be responsible for the SMILES Loyalty Program and will be treated as a separate business unit within GOL in order to increase its autonomy and focus.

The Technical Vice-Presidency, led by Captain Adalberto Bogsan, will now add Cabin Crew to its other areas of responsibility – Operations, Maintenance, Operational Control and Safety.

The Legal area will now include Institutional Relations and will report directly to the CEO.

According GOL's CEO, Constantino de Oliveira Jr., “this simplified structure is in line with the Company’s strategic goals and its constant pursuit of greater efficiency, internal integration and increased competitiveness and marks an important step towards strengthening GOL’s presence in the business community”.

The changes were defined in accordance with the strictest governance standards with the participation throughout of the Board of Directors.

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About GOL Linhas Aéreas Inteligentes S.A.

GOL Linhas Aéreas Inteligentes S.A. (NYSE: GOL and BM&FBOVESPA: GOLL4), (S&P/Fitch: BB-/BB-, Moody`s: B1), the largest low-cost and low-fare airline in Latin America, offers more than 940 daily flights to 63 destinations that connect all the important cities in Brazil and 13 major destinations in South America and Caribbean. The Company operates a young, modern fleet of Boeing 737 Next Generation aircraft, the safest and most comfortable of its class, with high aircraft utilization and efficiency levels. Fully committed to seeking innovative solutions through the use of cutting-edge technology, the Company - via its GOL, VARIG, GOLLOG, SMILES and VoeFácil brands - offers its clients easy payment facilities, a wide range of complementary services and the best cost-benefit ratio in the market.

This release contains forward-looking statements relating to the prospects of the business, estimates for operating and financial results, and those related to growth prospects of GOL. These are merely projections and, as such, are based exclusively on the expectations of GOL's management concerning the future of the business and its continued access to capital to fund the Company's business plan. Such forward-looking statements depend, substantially, on changes in market conditions, government regulations, competitive pressures, the performance of the Brazilian economy and the industry, among other factors and risks disclosed in GOL's filed disclosure documents and are, therefore, subject to change without prior notice.

