

JOHN F. PETERSEN
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Senior Aviation and Business Management Consultant - Commercial

OVERVIEW

John Petersen is a former executive with Air New Zealand, now a professional Commercial Aviation Consultant based in Los Angeles. John has more than 30 years of commercial airline experience in multiple international and domestic markets. He is highly accomplished in all aspects of aviation marketing and sales, with extensive executive management organization and leadership experience.

COMMERCIAL ASSISTANCE

John is available for commercial consulting to provide expertise and input in a wide range of commercial areas, which include:

Strategic Development

- Business opportunity evaluation
- Customer segmentation, core business drivers
- Strategic business plan development; vision, mission, values, goals
- Business plan implementation; objectives, tactics, actions and accountability
- Low cost business model; airline or other company, transition or evolution of

Product Development

- New product strategy and development
- Product positioning, competitive segmentation
- Strengths, weaknesses, opportunities, threats
- New route or other market entry validation

Distribution

- Direct strategy versus indirect
- Reducing cost and complexity
- Ultimate online booking development
- Reach versus control
- Distribution for competitive advantage
- Channel conflict management

Pricing

- Role, objectives, prerequisites
- Customer proposition and sensitivity
- Distribution system relativity
- Revenue, yield management essentials

Promotion

- New market positioning, brand strategy
- Highly focused demand generation techniques
- Offline versus E-commerce strategy
- Partnership marketing, alliances, loyalty
- Strategic sales, account development

Measurement

- Key measures, business monitoring

People, Resource, Organization

- Developing & sustaining a high performing people culture
- Teamwork building, performance measures
- Action planning, accountability
- Management of agencies, suppliers, vendors
- Risk evaluation of management decisions
- Business efficiency, cost reduction

Temporary staff coverage

John is available to provide temporary management staff coverage in marketing, sales or related commercial management areas for time periods ranging from 10 days to 4 months.

Training

John is able to provide and facilitate training in many commercial areas, including subjects such as the above, either as “one on one” executive advice, or in formalized training environments for larger teams.

EXAMPLES OF EXPERIENCE AND ACHIEVEMENT

As General Manager, The Americas, for Air New Zealand:

- Chosen for the company's global senior management team to focus on organizational change around the transition to a low cost business model and specific alignment to Domestic, Regional, and Long-haul services
- Introduced a high performance people culture plan in the USA and Canada, achieving a 72% rating in Gallup poll measurement of staff engagement and leadership success

As Marketing Director, The Americas, for Air New Zealand:

- Introduced a low cost business model in The Americas for the Trans-Pacific, specifically those functions associated with pricing, distribution realignment, online booking, and promotion
- Initiated, proposed, validated, and launched highly successful San Francisco-Auckland B747/B777 services
- Re-positioned the airline's brand proposition to align as an intrinsic link to the primary destination, determined the most effective demand generation strategies, and introduced a fully integrated marketing, public relations and sales campaign. Achieved 19% and 22% revenue growth respectively in the first two years following implementation

As a Senior Commercial Aviation Consultant:

- Teamed with a leading UK based aviation consultant (founding CEO/MD of easyJet) on the re-evaluation and introduction of a new low cost business model for a trans-Atlantic airline
- New aviation company business model: Worked through entire process in collaboration with executive management for agreement on precise market positioning and customer definition, identification of critical and core product requirements, strategic pricing, elimination of most distribution costs, a highly efficient and relevant communication and demand generation plan, cost base analysis, a key results measurement and monitoring "dash-board", and a transition and people resource alignment plan to achieve organizational change

PERSONAL

John is a U.S.A. citizen, now living in Los Angeles. Born in New Zealand, John has lived and worked in the United Kingdom, Europe, Australia, and the USA. He has journeyed through more than 50 countries, obtaining a very special perspective of the world we live in, its diverse cultures, and the individuality of people. His global experiences have enabled him to understand both commonalities and areas of uniqueness in the many variations of business environments and commercial challenges that companies and organizations face every day. John has been actively engaged in ongoing formal and practical "hands on" executive management education in wide-ranging areas of commercial aviation and tourism.

CERTIFICATES AND EDUCATION

- Scots College, Wellington, New Zealand
- Executive Business Management: New Zealand Administrative Staff College
- Interpersonal Managing Skills, Learning International
- Professional Field Sales Management: American Management Assn.
- Advanced Strategic Marketing: American Management Assn.
- Executive leadership: In-house Air New Zealand
- Pricing for Profitability: UCLA, Los Angeles
- Customer Service Management: USC Business School

REFERENCES

References are available upon request from senior management in Aviation, Tourism, and from other industries he has provided commercial expertise to.