Speaker Biographies
SpeedNews 16th Annual Regional & Business Aviation Industry Suppliers Conference

### Brian Foley: President • Brian Foley Associates

As President of Brian Foley Associates, a consultancy formed in 2006, Brian Foley helps investors analyze opportunities in the general aviation sector and provides aerospace companies with marketing and management guidance. He previously spent 20 years as a Director at a major business jet manufacturer. Sample consulting engagements include market research, marketing plans, diligence and industry analysis. He also identifies companies in the business aviation industry that are for sale or seeking outside investment and matches them to interested investors. Mr. Foley speaks about the industry at conferences and off-site strategy meetings. His career began at Boeing in both engineering and marketing capacities for the commercial aircraft division. He holds a dual degree in mechanical and aerospace engineering from Syracuse University, as well as an MBA degree from Seattle University.

### John F. Walsh: President • Walsh Aviation

John F. Walsh founded Walsh Aviation in 1993 as a consulting service that specializes in forecasting the commercial and military aviation markets and identifying new business opportunities in the aerospace industry. He maintains a focus on the cyclical nature of the industry to provide his clients with an “early warning” or “wake-up call” by identifying major turning points in the marketplace. In his 30-year career, he was formerly Director of Market Research for UNC, Inc., and Director of Market Planning and Corporate Relations for Rohr Corp. Mr. Walsh is frequently quoted in such media outlets as the Wall Street Journal, Nightly Business Report, USA Today, World Airline News, and BBC Worldwide News Hour. He is a member of the Executive Council for Air Transportation Research International Forum (ATRIF) and a past president. He is also a member of the Committee on Aviation Economics and Forecasting for the Transportation Research Board and the aerospace member for the Conference of Business Economists. A graduate of Manhattan College, Columbia University, and UCLA, he holds Master’s degrees in Civil Engineering and Business Administration.

### Dr. Kevin Michaels: Vice President • ICF SH&E

Kevin Michaels is a Vice President in ICF SH&E’s Ann Arbor office. He has 26 years of aviation industry experience, including hundreds of consulting engagements for leading aviation and aerospace companies across the globe. Dr. Michaels is a globally recognized expert in the aerospace manufacturing and MRO sectors, and also has significant expertise in business-to-business marketing, customer satisfaction and strategic planning. His experience spans all major market segments, including air transport, business & general aviation, and military. Prior to founding AeroStrategy, Dr. Michaels was Director - Strategic Development with Rockwell Collins Government Systems, and Principal with The Canaan Group, an aerospace consultancy. He began his career as a senior project engineer with Williams International, a leading gas turbine OEM. Dr. Michaels holds a Bachelor’s of Science degree in Aerospace Engineering, and an MBA from the University of Michigan, and MSc and PhD Degrees in International Relations from the London School of Economics.

### M. Barry MacKinnon: Dir.-Market Development Business Aircraft • Bombardier Aerospace

After more than two decades of experience in the airline sector at Bombardier Regional Aircraft (later Bombardier Commercial Aircraft), M. Barry MacKinnon joined Bombardier Business Aircraft in December 2008. As Director of Market Development, his team is responsible for market research, forecasting and strategic planning for Bombardier’s market leading Global, Challenger and Learjet families of business jets. He originally joined Boeing deHavilland as airline analyst in 1986 and then Canadair’s Regional Jet Division in 1991. He worked in areas of increasing responsibility at Bombardier’s Regional Aircraft division from 1992 to 2008. He has been involved with industry associations including the Regional Airline Association (RAA), European Regions Airline Association (ERA) and others over his career in the airline sector. He is currently a member of the GAMA International Affairs committee. A native of Halifax, Nova Scotia, Mr. MacKinnon is a graduate of Dalhousie University and a postgraduate of Loughborough University, U.K., where he studied Airport Planning and Management.

October 26-28, 2011
José Ricardo Rego has been in the aerospace industry for 13 years. Most of his career has been spent at Embraer, where he is currently responsible for managing Executive Aviation market surveys and analyses, market forecast and business planning. He also leads sales support analyses for executive aviation prospective fleet customers. He formerly served as Corporate Planning Specialist, contributing to Embraer’s corporate strategies planning and market assessments. Mr. Rego holds a degree in Manufacturing Engineering from Federal University of Sao Carlos, Brazil, and a Master of Science degree in Marketing Management from Cranfield University, UK.

José Ricardo Rego: Manager, Market Strategies - Executive Jets • Embraer

Steve Cass is currently Director Sales Engineering & Technical Marketing at Gulfstream Aerospace in Savannah, Georgia. In this capacity he is responsible for the Sales Engineering, Technical Marketing, and New Business Development groups for Gulfstream supporting senior management and the worldwide jet sales team. Since joining Gulfstream in 1992 he has served in Preliminary Design Engineering working on the GV program as well as various aircraft design studies, special mission aircraft, sales support, and world record analyses. In October 2002 he was promoted to his current position as Director of Sales Engineering and Technical Marketing. Prior to coming to Gulfstream he worked at Rockwell International in aircraft conceptual design. Mr. Cass is a Leadership Savannah graduate and an Associate Fellow of the American Institute of Aeronautics and Astronautics (AIAA) where he has served in leadership positions at both the local and national levels. He graduated in 1987 from Cal Poly, Pomona, with a degree in Aerospace Engineering.

Steve Cass: Dir.-Sales Engineering & Technical Marketing • Gulfstream Aerospace

In his role as Director, Business Aviation Strategy, Don Purdy is responsible for long-range strategic growth initiatives for the business aviation market. He works with the executive leadership team and internal program/product management teams to develop a “future state” vision, establish long-range planning roadmaps, coordinate intra-company capabilities and pursue inorganic expansion opportunities. Mr. Purdy joined Rockwell Collins in 1997 and has held a number of airline and airframe marketing, business development and sales support roles within the company’s Commercial Systems business. He also serves on the board of the Lean Flight Initiative, an organization committed to expanding Lean principles throughout the commercial aerospace market. Prior to joining Rockwell Collins, Mr. Purdy worked as a Flight Management Systems (FMS) development and systems engineer. Mr. Purdy holds an MBA degree from the University of Iowa and a Bachelor’s of Science Degree in Computer Engineering from Baylor University in Texas.

Don Purdy: Dir.-Business & Regional Strategy Development • Rockwell Collins

John Buckley is Vice President Business Development in North America for SuperJet International. SuperJet International is a joint venture between Sukhoi Holding and Alenia Aeronautica charged with the sale and marketing of the SSJ 100-95 in the Americas, Europe, Pacific Rim and Africa. SuperJet also provides the worldwide engineering and product support for the SSJ 100-95 which is on schedule for Russian certification in December and European certification in June 2010. SSJ 100-95 aircraft have already flown over 1000 hours during the test and certification program. Prior to working with SuperJet Mr. Buckley was VP-Sales for ATR North America and was with that organization for over 20 years. ATR is 50% owned by Alenia Aeronautica while SuperJet is 51% owned by Alenia Aeronautica. He holds a degree in Business from the University of Southern California and an MBA from Shenandoah University.
Matt Shieman: Chairman • Blackhawk Modifications

Matt Shieman is Chairman of the Board of Blackhawk, a leading global provider of products and services that improve a wide variety of single- and twin-engine turboprop aircraft. Mr. Shieman is a founding member of the Blackhawk team. Serving initially as a corporate director with ownership interest, in 2005 Mr. Shieman took a more active role in building strategic relationships with Blackhawk’s supplier network and investment partners. The following year, Mr. Shieman accepted more management responsibilities as Blackhawk’s Chairman of the Board and continues serving the company in that role today. In just a decade the company, with headquarters in Waco, Texas, became the recognized aviation leader in providing engine performance solutions to the global turboprop fleet. The company has the largest installed fleet of STC twin-engine turboprop engine upgrades, making Blackhawk the largest non-OEM buyer of new Pratt & Whitney turboprop engines in the world. Mr. Shieman holds a BA Degree in Economics from the University of California at Santa Barbara and an MBA in finance from Golden University.

David Best: Chief Commercial Officer - Signature Flight Support • BBA Aviation

David Best joined Signature Flight Support in 2004 as Managing Director, EMEA where he managed the development of Signature's European FBO network. He was promoted to the role of Chief Commercial Officer in 2009 where he formed the commercial team consisting of sales, marketing, revenue management and brand extension. Mr. Best has overseen the design and the implementation of Signature’s ‘go to market’ initiatives including Signature Status. He has recently been appointed as President of BBA Aviation Asia Pacific and will relocate to Singapore from January where he will head up the strategic development of the business along with the operational performance of BBA Aviation Companies in the Region. He is a graduate of the University of Strathclyde where he earned his MBA.

Jack Olcott: President • General Aero Company

John W. (Jack) Olcott began his career in business aviation with an aviation management company located in the New York City area, earning the position of vice president. As Vice President-Corporate Development and Principal Investigator for a high-tech consulting firm located in Princeton, N.J., he obtained and managed flight mechanics contracts issued by NASA and private industry. In the early 1980s, he achieved the position of Editor and Publisher of Business & Commercial Aviation magazine and Vice President within McGraw-Hill’s Aviation Week Group before being recruited as President of the NBAA in 1992. During his tenure, the Association doubled its Membership, tripled its annual revenue and quadrupled its uncommitted funds balance. He also served on NASA and FAA technical advisory committees as well as on several Blue Ribbon committees dealing with aviation policy issues, and served as Industry Co-Chair of the General Aviation Joint Steering Committee of FAA’s Safer Skies Program from its inception until his retirement from NBAA. He was on the Board of ARINC from 1997 to 2003.

Dr. Ron Epstein: Managing Dir.-Aerospace & Defense • Bank of America - Merrill Lynch

Ronald J. Epstein joined Merrill Lynch in 2001 as an industry analyst in the Aerospace and Defense sector. He is currently a Managing Director at the firm and is the senior Aerospace and Defense Analyst for the Americas. In 2008 and 2009, he was placed among the top three analysts in the Greenwich Equity Survey. In the 2008 Institutional Investor Survey he was identified as a “Best Up-and-Comer” and in 2009 he ranked third for his coverage of Aerospace and Defense. He placed second in the 2005 Institutional Investor Latin America Research team survey for his coverage of the Latin America Aerospace and Transport sector. Prior to joining Merrill Lynch, Mr. Epstein was a research scientist working in the Applied Aerodynamics Technology Group at the Boeing Phantom Works. During that time, he was also an adjunct faculty member in the Department of Mechanical Engineering at Washington University in St. Louis, where he taught courses on Fluid Dynamics and Control Systems. Mr. Epstein completed his MBA degree with honors from the Wharton School at the University of Pennsylvania. He also holds a Ph.D. in Mechanical Engineering from Duke University and a Bachelor's degree with highest honors from Skidmore College.
Rolland Vincent: President • Rolland Vincent Associates

Rolland A. Vincent is president of Texas-based Rolland Vincent Associates, LLC, an aviation consulting firm. As one of the industry’s leading market research and strategy experts, he has led a wide range of studies, including voice-of-the-customer research, product attribute studies, market and competitive analyses, and demand forecasts. With more than 25 years of industry experience, he has been a senior strategy advisor in marketing, strategy, integrated product planning, and business development for some of the world’s leading aircraft manufacturers. At Bombardier, he held director-level positions in airline analysis, marketing, and strategy within the company’s commercial aircraft, business aircraft, and fractional ownership units. At Cessna, he was VP of strategic planning and new business development, with responsibility spanning the company’s entire product line of piston and turbine aircraft. He began his aviation career with ICAO, where he analyzed passenger traffic flows and published air transport statistics for the world’s international airlines. He has a Bachelor's degree and Masters degree in urban and economic geography and MBA degree in international business and marketing from McGill University.

Ed White: Director-Marketing - Propulsion Systems • Honeywell Aerospace

Ed White is responsible for Honeywell’s product and technology roadmaps into new engines, the latest being the HTF7000, HTS900, HTF10000 and many others. He is also involved in Honeywell’s Forecasting & Strategic Planning/M&A activities. He has been with Honeywell since 1985. Mr. White has 42 years experience in the jet engine/aerospace industry. Previously working for AlliedSignal, he led company marketing efforts into the acquisition of Textron Lycoming Gas Turbines, the launch of the new generation TFE731-20/40/50/60 engines, the CF738 and F124/F125joint ventures and various other M&A activities. He also worked for Pratt & Whitney Canada from 1968 to 1984. He has a degree in Mechanical Engineering & Aerospace from University of Toronto, and an MBA degree from McGill University.

Eva Azoulay: VP-Strategic Planning & Business Dev. • Pratt & Whitney Canada

Eva Azoulay was appointed Vice President, Strategic Planning & Business Development, Pratt & Whitney Canada, in 2010. Ms. Azoulay has been with P&WC for more than 15 years. She joined the company in 1994 as a development engineer and subsequently assumed positions of increasing responsibility in the Engineering, Supply Management and Customer Support organizations. She was appointed Director, Commercial Services & Support, Customer Service, in October 2008. Ms. Azoulay holds a Bachelor’s degree and Masters degree in international business and marketing from McGill University.

Russell "Chip" Childs: President & COO • SkyWest Airlines

Chip Childs is President and COO of SkyWest Airlines. Mr. Childs came to SkyWest in 2001 and was named vice president - controller. Joining SkyWest at a significant time in the airline’s history, he has proven instrumental in SkyWest’s evolution as a part of the world’s largest regional airline alliance. Mr. Childs has been integral in solidifying contracts and relationships with SkyWest’s major partners, Delta Air Lines and United Airlines; and played a significant role in SkyWest Inc.’s acquisition of Atlantic Southeast Airlines in 2005. Since taking the helm of SkyWest Airlines in 2007, Mr. Childs has secured additional and groundbreaking growth for the airline. His commitment to SkyWest’s people, coupled with his management of the airline’s partner carrier relationships, financial planning and internal controls have proven invaluable in his current role. His value-based, innovative approach continues to successfully create opportunity and provide value for SkyWest stakeholders. Mr. Childs holds grass-roots experience in various fields. Prior to his employment with SkyWest, he worked in public accounting for 5 1/2 years as an audit manager, assisting many large corporations with financial accounting and SEC reporting. He earned his Bachelor's degree in economics and Masters degree in Accounting from Brigham Young University.
Douglas B. Kelly: Vice President - Asset Valuation • AVITAS

Mr. Kelly joined AVITAS in March 1997 bringing fourteen years of aviation experience. He came from Federal Express where he was the company's Fleet Planning Advisor and responsible for fleet plan development, aircraft technical and value expertise, analytical modeling support for fleet plans, and the evaluation of aircraft acquisitions and proposals. Prior to joining Federal Express, Mr. Kelly worked at Douglas Aircraft Company as an Airline Planning Specialist where he was responsible for financial and market analysis in support of international sales, development of sales strategies and tactics, and the formulation of new entrant business plans. Mr. Kelly holds a BA from The University of California, Santa Barbara and an MBA from The Peter F. Drucker Graduate School of Management.

Gordon Pratt: Director-Q-Series Aircraft Programs • Bombardier

Gordon Pratt has the role of Director, Q Series Aircraft Programs, Bombardier Aerospace - Commercial Aircraft, with responsibility for Bombardier’s turboprop programs. Mr. Pratt is a 27-year veteran of deHavilland and Bombardier with extensive experience in Engineering and Program Management in both Commercial and Business Aircraft. He holds a Bachelor of Science degree in Mechanical Engineering from Queen’s University, Kingston, Ontario.

Guillaume Gasparri: President • ATR North America

Guillaume Gasparri, an engineering graduate from ENSIETA (Ecole Nationale d’Ingénieurs des Etudes et Techniques d’Armement), previously worked for Eurocopter as the Vice President of Sales in the Southern Asia region. Prior to that, Gasparri worked for EADS International as the General Manager of the EADS India Liaison Office, participating to ATR successes in India. Mr. Gasparri spent 15 of his 23 years in aeronautical experience living in Asia working for EADS, and also operating as a Managing Director within the Thales International Offices.

Magnus Henriksson: Manager-Business Intelligence • Avinode

As Business Manager for Avinode Business Intelligence, Magnus Henriksson has been instrumental in the development and launch of the BI Business Unit. Avinode BI celebrated its second birthday in May this year and during its first two years it has grown into a well-respected source of Charter Aviation data and information. To date the BI unit has provided custom market research reports and statistics to over 160 clients ranging from the small-scale operators to major OEMs. Mr. Henriksson has also been vital in the development of the highly acclaimed Avinode Demand and Pricing Indexes, along with the widely read Avinode Business Intelligence Newsletter.
### Jonathan Kruszynski: Sr. Marketing Manager - Commercial Aviation • GE Aviation

In his new role as GE Aviation's Senior Marketing Manager for Commercial Aviation - North & South America, Jonathan Kruszynski is responsible for developing regional growth strategies; growing OEM, airline, and partner relationships; driving sales metrics; performing market analyses; and enhancing customer engagement. Prior to this role, he was Senior Market Research & Forecasting Analyst for GE’s Business & General Aviation, Systems, and Military businesses. He joined GE in 2007 as part of the Experienced Commercial Leadership Program (ECLP), a post-MBA management rotational program. Here, he led various initiatives including the commercialization of GE Aviation’s TRUEngine and ClearCore Engine Wash programs. Prior to GE, Mr. Kruszynski worked in the chemical, energy, and water utility industries. He began his career at Dow Corning where he held roles in R&D, and manufacturing & environmental engineering. Subsequent to that, he worked in Washington DC as a consultant for Accenture and the Infrastructure Management Group. Mr. Kruszynski holds a BS in chemical engineering from Cornell University, and an MBA from the University of Michigan.

### Joanna Speed: Managing Director-Conferences • SpeedNews

When Gil and Ann Speed launched the aviation industry’s most innovative newsletter in 1979, they recruited their two young daughters for the production staff. Like many children of company founders, Ms. Speed delayed joining the family business. However, a few years after college, she acquiesced, putting to use her degree from Cal Poly State University and her acumen for business and marketing. As SpeedNews Business Manager, Ms. Speed contributed her organizational aptitude. While beginning her informal education in commercial aviation with Publisher Gil Speed, she studied business in the Pepperdine University graduate program. Over the years, Ms. Speed streamlined the company to increase revenue and reduce costs, led the effort toward online distribution and created new marketing programs for large corporate subscribers. When SpeedNews Conferences emerged as influential forecasting and intelligence forums, Ms. Speed refined and expanded marketing strategies for the Commercial Aviation Suppliers Conferences and was instrumental in launching the Regional (Turboprops) and Business Aviation, European Aviation and Military Supplier Conferences. Recently promoted to Managing Director, Ms. Speed introduced another conference in 2011, the Aerospace Raw Materials & Manufacturers Supply Chain Conference, which runs in conjunction with the Annual Commercial Aviation Suppliers Conference. SpeedNews has been part of Penton’s Aviation Media Group since 2006.