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Innovation Analysis Group –Team Biographies

Innovation Analysis Group (IAG) is a consulting firm that focuses on commercial aviation; the data, the consumers and the business. IAG drills deeply into aviation issues, often uncovering things that go unreported. Our analysts can be vital sources for aviation and business reporters and writers. Below are the biographies of the primary members of IAG's growing team of analysts. Feel free to contact our team if you need assistance or insight on commercial aviation or the travel industry in general.

Addison Schonland

As IAG's founder and president, Addison leads IAG's market research projects, including its customer satisfaction solutions, which provide real-time feedback for companies that have over 1,000 transactions per day to individual medical practices. He also continues to seek new ways of creating value for clients by mining business activity and processes to generate new customer insights at increasingly lower costs while creating ancillary revenues. Addison developed IAG's market presence through the firm's blogs and podcasts, giving vent to his insatiable curiosity about commercial aviation and developing a global following for the blogs and podcasts that have generated broad awareness of IAG.

Prior to starting IAG, Addison was a consultant with PA Consulting Group, where he was involved in the creation and development of a system that identified potential threats to airlines within six seconds of the creation of a reservation. This project was developed ten days after 9/11. He also spent eleven years working for San Diego-based CIC Research, where he led a team that undertook a range of commercial aviation market research projects from developing the US Department's of Commerce's international travel survey to new seating layouts for airlines. This project brought Addison in daily contact with some 65 world airlines. Also while at CIC, he created what is thought to be the world's first in-flight passenger surveys using seat back TV screens.

Addison has a data mining certificate from The Wharton School and degrees in Management Finance, Economics and Sociology from The University of Cape Town, South Africa.

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Michael Ciasullo

The new Managing Director for IAG Aviation Consulting Services, Michael was most recently with Sabre Airlines Solutions consulting organization as Project Manager working with airlines around the world focusing on network planning and scheduling issues. These engagements allowed him to partake in some very unique and interesting (and confidential) airline work that one would not normally see at most major carriers. Clients included Pantheon Airways in Greece, Afriqiyah Airways in Libya, Kingfisher Airlines, Shanghai Airlines, Syrian Air and Yemenia Airways.

Prior to Sabre, he was with Delta Air Lines where he started his airline career in the carrier's MBA Rotational Program. He began as part of the development team for the carrier's first flight profitability system. He was also in Financial Planning in Delta's Technical Operations division where he was responsible for more than \$250M in annual P&L and gained a wide breadth of knowledge regarding aircraft maintenance procedures and how they relate to a carrier's bottom line. During his time in the Fleet Planning group, he created the economic and operational justification for Delta's acquisition of 17 757-200s for transatlantic operations. As Manager of Competitive Strategy he regularly developed white papers and competitive industry analysis for Delta's Executive Committee and Board of Directors. During his time at Delta he held an FAA-authorized cockpit jump seat pass for more than three years, giving a finance manager unusual and unparalleled access to all aspects of operations and how they affect the business side of the airline world. He has also been involved in a US domestic startup carrier. He has an encyclopedic knowledge of commercial aviation – from obscure airlines and obscure flight schedules to aircraft engineering specifications to the best way to fly to Azerbaijan and everything in between.

Michael earned an MBA from The Pennsylvania State University and a BA in Liberal Arts (focused on Philosophy and Engineering), also from The Pennsylvania State University.

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John Cullom

IAG's Managing Director of Industry Analytics, John is also founder of the OBC Group, a firm that provides US DOT data analysis. Since 2004, his interests have been in bringing the principles of performance management into alignment with those of operations research. John has over 12 years of experience in establishing performance management and product profitability measurement systems, having designed the past three generations of flight profitability systems for the airline industry.

Prior to establishing OBC Group, John was a Senior Associate with the Seabury Group, a boutique investment bank focused on the airline industry. In this position, he worked to rapidly implement flight profitability systems in airlines facing bankruptcy in order to speed and improve the process of establishing turnaround plans. His clients included US Airways, Delta Air Lines, and Air Canada.

Prior to his tenure with the Seabury Group, John served as a Senior Aviation Consultant with Ernst & Young, a Senior Financial Analyst at American Airlines, and an internal consultant at Compaq. During this period, he established the first modern performance management system for Delta Air Lines, a sales force profitability system for Compaq, and a heavy maintenance

strategy process for Southwest Airlines. The results of his analyses have been quoted in the Wall Street Journal.

John earned an MBA with distinction from Cornell's Johnson Graduate School of Management where he was a recipient of the Park Fellowship. He earned a B.S. in Finance from the University of North Carolina at Chapel Hill where he was a National Merit Scholar.

Please contact John in connection with DOT data (Form 41 for example), as he is an expert on these data sources and he can not only provide you with numbers but can explain what they mean.

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Erkan Pinar

IAG's European analyst, Erkan Pinar, is both a lawyer with an honours degree from Buckingham University Law School; he also earned an MSc in Air Transport Management from the distinguished Cranfield College of Aeronautics in England. Erkan has been active in the commercial aviation industry since 1987 – starting out as a part-time ground operations agent at the old Munich-Riem Airport.

His industry activities subsequently included consultancy services for airlines and airports in Asia, as well being a manager for marketing & sales and strategic development in the aviation and IT industries in various locations in Europe and Southeast Asia. While in Asia, Erkan's primary base was in Singapore; he also operated in Indonesia, Hong Kong, Malaysia and Thailand. Erkan has also worked in London, southern France and Bavaria, Germany. In Munich he worked for Dornier Aerospace. After Dornier's insolvency, Erkan has founded airlinestrategy.com and once again is serving as a consultant, specializing in MRO, refurbishment and management of VIP, regional and special mission aircraft.

In addition, Erkan also advises on European airline and airport industries with special focus on LCCs and general strategies. Erkan is well connected to engineers and pilots within his niche of work, which further helps him get good insights and assistance where needed.

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