## Ernest S. Arvai: President • The Arvai Group | Partner • AirlInsight

Mr. Ernest S. Arvai has more than 30 years experience in management consulting focused on the aviation industry. Prior to founding The Arvai Group, he held senior positions at Battelle Memorial Institute and Arthur D. Little. He specializes in strategy, corporate development and marketing issues for companies in the aviation industry, and is currently a member of the Board of Directors of Dextnet, who manufacture lightning strike protection materials for composite structures. Ernie is also frequently called upon for expert testimony on aircraft and aviation issues. He holds an MSIA degree from the Tepper School at Carnegie Mellon and a BSE from in Industrial Engineering from Michigan.

## Guillaume Gasparri: President • ATR North America

Mr. Guillaume Gasparri, an engineering graduate from ENSIETA (Ecole Nationale d’Ingénieurs des Etudes et Techniques d’Armement), previously worked for Eurocopter as the VP of Sales in the Southern Asia region. Prior to that, he 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.

## Antonio Ficca: Manager, Product Marketing • Bombardier Commercial Aircraft

Mr. Antonio Ficca and his team are responsible for product positioning & promotion, and technical marketing for Bombardier Commercial Aircraft. He started his career in the Engineering Department of Geven Spa, an aircraft seats manufacturer, where he held various positions within the technical department and program management office. In 2005 he became a program manager at GECI GmbH, a German based engineering services company, where he led major cross-functional work packages on the A400M, A350, and A380F platforms in direct collaboration with Airbus. He joined Bombardier Aerospace in 2008 as a specialist in the CSeries Program Management Office. Mr. Ficca holds a Master's Degree in Aerospace Engineering from "Federico II" University in Naples, Italy and a Doctorate Degree in Crashworthiness of Aircraft Seats.

## Michael Magnusson: President & CEO • SAAB Aircraft Leasing

Michael Magnusson assumed his current position with SAAB Aircraft Leasing in 2001. SAAB Aircraft Leasing (SAL) is based in Sterling, Virginia and is a subsidiary of SAAB AB Sweden. SAL manages a portfolio of about 30 SAAB 340 and SAAB 2000 aircraft leased to customers around the world. Mr. Magnusson is a 30-year veteran of SAAB Aircraft. He has held a number of positions within the marketing/sales organization both in the U.S. and Europe. He also served as the SAAB 2000 wing program manager based at CASA in Spain and as a flight test engineer for the SAAB 340 program in Sweden. A native of Gothenburg, Sweden, Mr. Magnusson holds a Master of Aeronautical Engineering Degree from the Royal Institute of Technology in Stockholm.
Richard O. Brown: Principal • ICF International

Mr. Richard Brown has approximately 15 years of experience in the aerospace industry, including nine years consulting with ICF International (formerly AeroStrategy) where he managed projects with a broad global client base, including airlines, manufacturers, and training suppliers. His extensive aerospace market forecasting experience led to the development of the AeroStrategy business aviation maintenance market forecast. Mr. Brown’s areas of special interest range from the Middle East market, business aviation, and pilot and mechanic training to aircraft component manufacturing and support. His previous experience includes various market analysis roles at TRW Lucas Aerospace and Goodrich Corporation. Mr. Brown has a Bachelor’s of Science Degree in International History from the London School of Economics and a Master’s of Science Degree in Air Transport Management from Cranfield University.

John F. Walsh: President • Walsh Aviation

Mr. 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.

Marc V. McGowan: President, Business Aviation • StandardAero

Mr. Marc McGowan serves as President, Business Aviation for StandardAero. Mr. McGowan is responsible for leading the achievement of the sector’s performance objectives, customer satisfaction and business development activities of the Business Aviation Sector. Prior to his role as the Sector’s senior executive, Mr. McGowan served as Vice President Strategy, Business Development and Product Management for StandardAero Business Aviation, responsible for all aspects of strategy development and execution as well as product management. Prior to joining StandardAero, Mr. McGowan served as Vice President, Aircraft Platform Solutions for the Engine Systems and Accessories business of Honeywell Aerospace; Vice President of Sales and Marketing for Honeywell Aerospace Aviation Aftermarket Services and Vice President, Sales and Support for Honeywell Aerospace - Business, Regional and General. He retired from Honeywell after nearly 20 years of service in 2011. In addition to his civilian career, Mr. McGowan served 29 years in the U.S. Navy as a commissioned Naval Flight Officer and Naval Reserve Officer. Mr. McGowan holds a bachelor’s degree from California State University, Long Beach and a Master of Business Administration Degree from Oregon State University.

Anthony Rossi: Director, Strategy & Business Innovation • Pratt & Whitney Canada

Mr. Anthony Rossi leads Pratt & Whitney Canada’s Strategic Planning and Market Analysis organization, and is responsible to provide recommendations and direction for new product and service development through a detailed understanding of the markets. He also is responsible for the processes and organizational transformations to accelerate progress of the Strategy and Business Innovation team focused on developing new revenue and service opportunities. He has been with Pratt and Whitney Canada since 1997, and has assumed a number leadership positions within the organization such as in Marketing, Global Logistics, Spare Parts & Customer Service, Sales & Operations Planning, and Supply Management before being appointed Director, Strategy & Business Innovation. Mr. Rossi holds a Bachelor’s Degree in commerce from Concordia University and an MBA from McGill University.
Mark Burns: President, Product Support • Gulfstream Aerospace

Mr. Mark Burns was named President of Product Support in 2008. He is responsible for the company’s worldwide service and customer support network. The network reaches six continents and includes company-owned service centers, third-party authorized service facilities, a parts distribution network, field service, technical service and service engineering personnel, and an electrical and electronic parts overhaul business. He began his career with Gulfstream in 1983 as a CAD operator. He then became involved in engineering for the GIV flight test program. Since that time, he has held a series of progressively senior appointments within the company’s service and support organization. Before being named Product Support president in 2008, he was the vice president of Customer Support for six years, vice president of the Savannah service center for four years and vice president of Completions Engineering for two years. Mr. Burns earned a Bachelor’s Degree in Mechanical Engineering from Georgia Southern University.

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

José Ricardo Rego has been in the aerospace industry for 17 years. Most of his career has been spent at Embraer, where he is currently responsible for managing the Executive Aviation Market Strategy Department, running customers’ surveys, elaborating market forecast scenarios and supporting new business and strategic planning processes. 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.

Brian Foley: President • Brian Foley Associates

Mr. Brian Foley is an independent market analyst in the general aviation industry and is often quoted in trade press and business journals. Assignments typically include market research, guidance retainers and other high level activities for the investment community, aviation companies and other consultancies. He formed Brian Foley Associates in 2006 after 20 years as Dassault Falcon Jet’s Director of Marketing. His career began at the Boeing Company in Flight Test and Marketing. The firm is often chosen on the basis of Foley’s reputation and recognition in the industry, being independent and opinionated and having actual management work experience in the aviation industry. Mr. Foley holds a dual degree in mechanical and aerospace engineering from Syracuse University, MBA from Seattle University. He serves in Board Member and Senior Advisor capacities having completed the Wharton Executive Education Program on Corporate Governance.

C. Wayne Starling: SVP & National Sales Manager • PNC Aviation Finance

Mr. C. Wayne Starling has been in the banking and finance industry for more than 20 years and, in particular, the aviation business for 10 years. Prior to PNC, his career in aviation began with The Aviation Finance Group, where he was part of the startup company, and later stayed with the company when they were acquired by PNC Bank. He has extensive experience in sales, sales management, sales training and strategic business development. Among Mr. Starling’s achievements, he is an entrepreneur, having owned and operated his own businesses, as well as he is the author of a widely used video training program titled “Success Cycle of Selling.” His entry into the financial industry was a natural progression from the development of this program, as it had been used by several of the nation’s largest banks to train their outside sales forces.
Wayne Plucker: Director, A&D - NA • Frost & Sullivan

Mr. Wayne Plucker is currently responsible for research for market engineering, and consulting in areas such as Business and Commercial Aerospace; Aircraft and Engine Maintenance, Repair, and Overhaul; Simulation and Training; Defense Aerospace; and C4ISR. Prior to joining Frost & Sullivan, he was the Vice President, Marketing and General Manager for the Americas for Ibis Aerospace, an aircraft manufacturer. Mr. Plucker was initially responsible for the aircrew and maintenance training, maintenance and parts programs, and the aircraft delivery program. Subsequently, he became responsible for all customer and product support activities and contributed analysis products for technical sales and market analysis. Previously, he was employed at Sino Swearingen Aircraft Company. In various positions with this aircraft manufacturer, Mr. Plucker wrote FAA approved technical publications, provided FAA administrative DER services and flight simulator engineering. In subsequent positions, he became responsible for all publications, training and simulator activities plus technical customer and product support activities. Mr. Plucker holds a Bachelor's Degree from Oklahoma State University and an MPA Degree from Golden Gate University.

Dr. Ronald J. Epstein: Managing Director - A&D Equity Research • 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. He actively covers companies in the United States, Canada and Brazil. In 2012 he was ranked as the number 1 analyst covering the sector by the Greenwich Associates’ U.S. Equity Survey. In 2008 thru 2011 he placed among the top three analysts covering the sector as selected by Greenwich. In 2011 and 2012 he ranked second for his coverage of Aerospace and Defense in Institutional Investor Magazine’s All-America Research Team. In 2009 and 2010 he ranked third, and in 2008 he was identified as a "Best Up-and-Comer" by Institutional Investor. He placed second in the 2005 Institutional Investor Latin America Research team survey for his coverage of the Latin America Aerospace and Transport sector. In 2010 he placed first and in 2011 and 2012 he placed second for his co-coverage of the Latin American Industrial and Aerospace Sector. Prior to joining Merrill Lynch, he 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. He completed his MBA 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 BA with highest honors from Skidmore College.

Jeff S. Potter: CEO • Surf Air

Jeff S. Potter is CEO of Surf Air. He is a seasoned executive with a successful track record and demonstrated ability to lead in diverse industries within both the private and public sectors. He serves as the Co-Chairman of Splickit, an early stage mobile tech company. Previously, he was President and CEO of Boyd Group International, a travel and transportation consulting firm. Mr. Potter was also President and CEO of Frontier Airlines and a member of their Board of Directors. He originally joined Frontier in 1995 as Vice President of Marketing. He also held the CEO title with Vanguard Airlines in early 2000. During his tenure as CEO for these companies, each was successful and noted for their financial success, service, product quality, brand awareness and image. Mr. Potter attended Washington State University and Eastern Washington University.

François Guerzeder: VP-Marketing & Sales • Aircelle - SAFRAN Group

After beginning his career in 1983 at the French propulsion company SEP (Société Européenne de Propulsion), François Guerzeder pursued his professional activity at Labinal in the United States – holding various responsibilities in sales and marketing, particularly at Seattle, Washington. In 2000, he joined GE at Toulouse, France, as European Director to represent the interests of its Middle River Aircraft Systems business unit in relationships with Airbus and European airlines. In 2005, Mr. Guerzeder was hired by Aircelle to take on responsibilities for the Sales Department and its Large Nacelle Division. He became Aircelle’s Vice President Sales and Marketing in 2008.
Steve Costley: Managing Editor • SpeedNews

Steve Costley has 25 years at SpeedNews. He joined the company in August 1989 as an Associate Editor and was named Managing Editor in 1994. He also named Vice President and Chief Operating Officer of SpeedNews, Inc., in the late 1990s, and held those titles until Prism Business Media (now Penton Media) acquired the company from Gil Speed in 2006. Born in Los Angeles, CA, Steve spent his first four post-collegiate years teaching sophomore American Literature and senior Writing for College courses at Chaminade College Preparatory in Southern California’s San Fernando Valley. In addition to his teaching duties, he was Assistant Athletic Director, Sports Information Director and Varsity Baseball Coach; he was named Head Coach of the Los Angeles Daily News’ Bernie Milligan All-Star Game in 1988. Steve has also participated in many air shows, including Paris, Farnborough, Singapore and Dubai, and has attended other numerous industry conferences and conventions, such as ISTAT, Aircraft Interiors Expo, MRO, ACPC, RAA, NBAA, and of course the SpeedNews’ Suppliers Conferences. He has appeared on CNBC as an aviation analyst, and has been quoted in various newspapers, including the Los Angeles Times. Steve holds a Bachelors of Arts degree in Journalism from California State University at Northridge.

Joanna Speed: Managing Director - A&D Events • SpeedNews

In 1979 Gilbert and Ann Speed launched SpeedNews, the aviation industry's most innovative newsletter. In 1994 their daughter Joanna Speed joined the company putting to use her degree from Cal Poly State University San Luis Obispo and her acumen for business and marketing. While beginning her informal education in commercial aviation under 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, she refined and expanded marketing strategies for the Aviation Suppliers Conferences. As Managing Director, she introduced three more forecasting and intelligence forums for the Aerospace & Defense Industry. SpeedNews has been part of Penton’s Aviation Media Group since 2006. Following Penton’s acquisition of Aviation Week in 2013, Ms. Speed was promoted to Managing Director, Aerospace & Defense Events, with an expanded portfolio of conferences that now includes Aviation Week’s A&D Programs, Defense Technology & Requirements and Executive Roundtables.

Rolland Vincent: President • Rolland Vincent Associates

Mr. Rolland (Rollie) Vincent is President of Rolland Vincent Associates. He has almost 30 years of experience in business, regional and international aviation, including Bombardier, Cessna, Learjet, Flexjet, and ICAO. With a background in market research, economics and statistics, he has held senior leadership positions in marketing, strategy, business development, and consulting. His roles have included Vice President of Strategy & Business Development at Cessna, Director of International Airline Analysis at Bombardier Aerospace, Director of Marketing, Strategy & Business Development at Flexjet, and Director of Strategy & Communications at Learjet. Mr. Vincent holds an MBA in international business and marketing, and a BA and MA in urban and economic geography from McGill University.

Scott Searles: Director, Marketing • GE Aviation

Mr. Scott Searles joined GE Aviation in the role of Senior Strategic Marketing Manager January of 2012, and is based in Cincinnati, Ohio. He is responsible for directing the development of GE’s Aircraft Production Forecast (APF). He also leads the development of market strategies for GE’s Systems, Military, and Business and General Aviation business. Prior to joining GE Aviation, Mr. Searles worked at Boeing, in strategic development within in the Phantom Works Business unit. Prior to Boeing he served 12 years as a U.S. Naval Aviator. His increasing roles and responsibilities culminated in his assignment as the Operational Test Director (OTD) for the P-8A (737-800) program. He holds a Bachelor’s Degree in Computer Engineering from Penn State University. He graduated with a full time MBA from Oxford University in 2009. He also has completed a graduate level international business program at Oxford University in the UK.
Delegate Testimonials from Past SpeedNews Conferences

“SpeedNews Toulouse Conference -- a great event! And, not just for the food, which was fantastic! We enjoyed the conference, and felt that it was absolutely a worthwhile investment. The exchange of ideas was outstanding, and it was a great forum for networking in a fun and very productive way. We (or our colleagues) will be there next year for sure.”

Jay Wynn
Managing Director
Fairmont Consulting Group

“Congratulations on putting together another stellar conference last week. The presentations were sharp and filled with valuable data. New presenters David Best and Eva Azoulay made quite a splash with their thought-provoking projections. I am allowed to attend one industry conference each year -- this is by far, the best choice. The information shared has a direct bearing on my near-term sales forecasts and long-term strategies.”

Jaimie Driskill
Senior Manager, Product Line Marketing
Aviall Services

“SpeedNews Conferences are always content-rich. A great place to gather industry intelligence and new business contacts. The formats and venues are consistently world class.”

Rolland A. Vincent
President
Rolland Vincent Associates

“The most important Conference in the Industry to properly prepare for our company's strategic planning process.”

David Kelly
Director, Strategic Marketing
B/E Aerospace

“The benefit of participating as a sponsor or advertiser is great. It provides significant exposure and branding with the individuals that attend the SpeedNews Conference and view the material. The other consideration is the content of the Conferences and the networking opportunities which is very good.”

Susan Miller
Director, Marketing
Crane Aerospace & Electronics

We appreciate feedback from Conference delegates. Please send your comments to conferences@speednews.com.