

Aviation Executive Monthly

Frank Jay & Associates – Airline, Aviation and Aerospace Executive Search



The “Misfit” Candidate, *by Frank M. Jay*

Early on in my search career, I was told that when a search firm makes a formal candidate presentation to the client, the presentation should include three different types of candidates:

1. A “best fit” candidate.
2. A “near fit” candidate.
3. A “misfit” candidate.

The person who told me said that the logic involved in this approach is that you provide a candidate range based on the client job description or position specification and that candidate range allows for unknown circumstances such as a change of opinion by the client or a lack of ability to effectively communicate client objectives...or even the lack of ability on the client’s part to recognize what they really need or want.

The person who recommended this approach went on to say that, if you make your candidate presentations based on this principal, it is amazing how often the candidate hired by the client is the “misfit” candidate.

When I heard this suggestion, I didn’t take it completely to heart. I really never have. Instead, our approach has always been...and continues to be...to seek out the best candidates based on the client job description and then to make our formal candidate presentation by including the best candidates of the group as we perceive them.

However, it often turns out to be true that the client will decide to select the “misfit” of the presentation.

One unique example of this occurred some years ago when we undertook a vice president search for one of the major airlines. We began our process, confirmed the job description/position specification with the client, researched for candidates, held our in-person interviews, and then made our presentation to the client. All candidates that we presented met the specifications of the client and they told us that they wanted to review the candidates and then get back to us with their choices for further consideration.

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On The Move

AEG FUELS promoted *Tim Massimiano* from VP Commercial Sales-North America to Senior VP North America Commercial Segment.

Aero Norway AS named *Dag Johnson*, previously Director of Powerplant Engineering at United Airlines, as Chief Operating Officer.

AerSale, Inc. promoted *Chris Paladino* from Director to Managing Director, Business Development.

Ailevon Pacific Aviation Consulting named former Tulsa Airports Improvement Trust EVP and Chief Commercial Officer, *Andrew Pierini*, as a Director for the air service development consulting firm.

Airline Pros International promoted *Shreyas Nanavati* from Deputy CEO to CEO.

Airlines Reporting Corporation (ARC), promoted *Tanya Nass* from VP, People & Culture to VP & Chief People Officer. *Tiana Moore* was promoted from VP Finance to VP Financial Services & CFO.

Airline Strategy Group named former United Airlines VP Network Operations, *Jim DeYoung*, Managing Director and Partner for the firm.

Airshare hired *Pete Kiernan* as VP Sales, Managed Aircraft. He was previously VP Aircraft Management Sales at Elevate Aviation Group / Keystone Aviation.

Alerion Aviation appointed *Gene Tucker* Director of Operations. He was previously at Boeing as part of the Global Flight Training Standardization Team.

American Airlines named *Dan Bartel* Chief Procurement Officer. He was previously Chief Procurement Officer for Schneider Electric.

AMETEK Executive VP and CFO, *William J. Burke*, has decided to retire. *Dalip M. Puri*, currently Senior VP Operational Finance, will step into Burke's role.

Archer Aviation announced *Miles Rogers* has joined as Sr. VP, Head of Marketing, and *Sterling Gerdes* has joined as Product Lead, Vertiport Experiences. Rogers was previously Chief Strategy Officer for Wheels Up, and Gerdes was previously GM-Venture and Strategy for Delta Air Lines.

Atlas Air Worldwide named *Joel Goldberg* EVP and Chief Information Officer. He was previously Global Chief Digital Officer for Wizz Air, the Hungarian Ultra Low Cost Carrier.

Cargo Airline Association hired US DOT Senior Attorney *Jennifer Thibodeau* as Managing Director.

Chicago Rockford International Airport promoted *Zachary Oakley* from Deputy Director of Operations and Planning to Executive Director.

Condor Airlines, the German passenger airline, announced *Peter Gerber* as CEO. Gerber was most recently CEO for Brussels Airlines, and prior to that served in several senior roles at Lufthansa.

Contour Aviation named *Aaron Armstrong*, previously VP Technical Operations at JSX, as EVP Maintenance Operations.

CTS Engines promoted *Matthew Jeffries* from Director of Operations to VP Operations.

Delta Air Lines announced that *Kristen Shovlin*, VP Sales Operations & Innovation, Global Sales, is retiring. *Michael Briggs* was promoted from Manager Customer Service, On Board Services ATL to Regional Manager Onboard Service.

DHL Express promoted *Mike Parra* from CEO Americas to CEO DHL Express Europe.

Embraer hired former Airbus Head of Airline Marketing-India and South Asia, *Brent McBratney*, as VP of Marketing Americas.

EmpowerMX promoted *Levi Schmidt* from Managing Director to VP, Professional Services.

Etiihad moved *Javier Alija* from Director, Revenue Optimization to Director, Commercial Strategy.

Eve Air Mobility, the Brazilian eVTOL developer, appointed *Antonio Joao Carmesini Barcellos* VP Industrialisation. He was previously Board President and General Director for Embraer Portugal.

Finnair appointed *Turkka Kuusisto* as the airline's new CEO. He joins from *Posti Group Corporation*, where he was CEO.

On The Move *(continued)*

Frontier Airlines announced that *Howard Diamond* has been promoted to EVP, Legal and Corporate Affairs. He has served as the company's Senior VP, General Counsel and Corporate Secretary since 2014. *Steve Schuller* has been named Senior VP, Human Resources. He was previously VP Human Resources for the company. *Jeffrey Moore* has been promoted to VP, Technical Operations. He was previously Senior Director, Technical Operations for the company.

GKN Aerospace promoted *Jim Wilson* from VP Operations-San Diego to VP Site Operations-El Cajon, California & Mexicali, Mexico.

Global Crossing Airlines Group (GlobalX) announced that *Ed Wegal*, Chairman / CEO, is retiring. The company has appointed *Chris Jamroz* Executive Chairman and *Ryan Goepel* President & CFO. Goepel was previously EVP & CFO.

Jackson Municipal Airport Authority (Jackson, MS) announced that *Elshad Garayev* joined as the new CFO.

Japan Airlines is promoting *Mitsuko Tottori* to President. Tottori, a former cabin attendant and most recently Senior VP Customer Experience, will be the first woman to hold the top post at the airline.

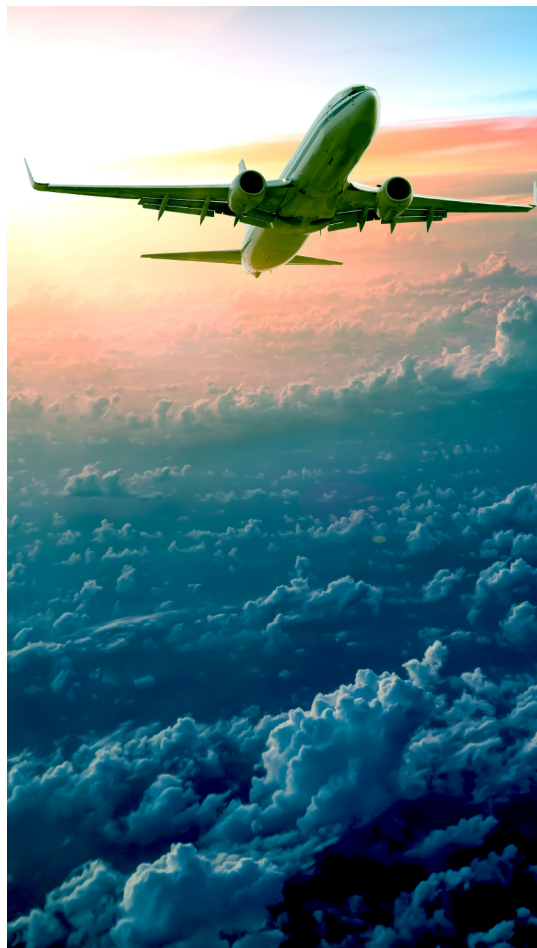
JetBlue named *Warren Christie* Chief Operating Officer. He was previously Senior VP Safety, Security and Fleet Operations for the airline. *Marty St. George* has been named President. Since 2020, St. George has served as Chief Commercial Officer at LATAM Airlines Group. Prior to LATAM, he spent 13 years with JetBlue, culminating in the role of EVP & Chief Commercial Officer. *Michael Roldan* was promoted from GM Inflight Base Performance JFK/LGA to GM Inflight Operations.

KP Aviation promoted *Linn Shaw* from CFO to CEO.

Malaysia Airlines named *Emily Tan* as its new head of global marketing.

National Transportation Safety Board hired former Wheels Up Director of Quality, *Nils Johnson*, as an Aviation Accident Investigator.

Oneworld Alliance named *Nathaniel Pieper* Chief Executive Officer. Pieper was previously Senior VP Fleet, Finance & Alliances and Treasurer for Alaska Airlines and held multiple Senior VP and VP roles at Delta Air Lines, and Northwest Airlines.



Philadelphia International Airport named *Dr. Jamaine Mungo* Chief Information Security Officer (CISO). He was previously Cybersecurity Executive for Comcast Advertising.

Porter Airlines announced that *Rob Palmer* has joined as EVP and CFO, and *Kevin Jackson* has been promoted to President. Palmer was most recently VP Commercial, Strategy and CFO for The Calgary Airport Authority, and previously served as WestJet's VP and Controller. Jackson was previously the airline's EVP and Chief Commercial Officer.

Prime Turbines named *Robert Mock Sr.* Quality Manager. He was previously Director of Quality at CAD Enterprises.

Qatar Airways named *Mark Drusch* Chief Officer Cargo for Qatar Airways Cargo. Drusch was most recently SVP Revenue Management, Alliances and Strategy at Qatar Airways. *Hossam Kandeel*, previously with Delta Air Lines and Amazon, was hired as Senior Manager Baggage Operations.

On The Move *(continued)*

Revv Aviation announced that *Hunter Bennett* has joined as VP of FBO Operations and Sales. Bennett was previously Regional Sales Manager at AEG FUELS.

Sabre Corporation hired *Anne (Whitcomb) DeTraglia* as VP Audit and Risk. She was previously Enterprise Risk Management Director at HARMAN International.

Seabury Capital Group has announced the appointment of *Richard Spaulding* as VP Seabury Aircraft Capital (SAC).

SK AeroSafety Group named *Thomas McLaughlin* CEO USA. He was previously VP Component Repair Americas for Safran Aerosystems Services.

SR Technics Group promoted *Owen McClave* from Chief Operating Officer to Chief Executive Officer.

Sun Country Airlines named *Colton Snow* Interim Chief Marketing Officer. He has been VP Product and eCommerce for the airline for the last two years. He steps into the role previously held by *Brian Davis*. Davis moves from Sr. VP & Chief Marketing Officer to Executive Advisor for the airline.

Tampa International Airport CEO *Joe Lopano* announced that he plans to retire before his contract expires in April 2025.

UNICAL Aviation promoted *David Dicken* to EVP Asset Management, and *Conrad Vandersluis* to Senior VP Strategic Programs and Acquisitions. Dicken was previously Senior VP Sales, Americas, and Vandersluis was previously Senior VP Assets.

United Airlines hired *Alex Hilario*, previously City Director-SFO for Unifi, as Senior Manager, Hub Business Partners-EWR. *Dana Stokien* moved from Senior Manager-Inventory Management to Senior Manager-Fleet Asset Trading.

UPS promoted A300 Fleet Manager *James Mcleroy* to Director of Project Engineering for UPS Airlines.

Wheels Up promoted *Maximilian Hurd* from Senior Director to VP Procurement.

Women in Aviation International promoted *Stephanie Kenyon* from Chief Growth Officer to Chief Operating Officer.

The “Misfit” Candidate, *(continued from page 1)*

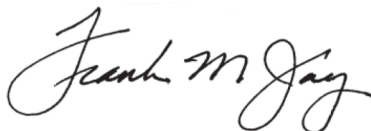
Several days later, they met with us again and they told us that our candidates did meet their objectives but that they had decided to proceed with an individual that they had found on their own. Now, our fees are (and always have been) “retained”...which means that they are not contingent upon a hire of one of our candidates. So we knew that we would continue to receive all fee payments on the search. Yet, we were disappointed that one of our candidates was not chosen...and we were curious about the hire being made.

We did a bit of research and we found out that the client had hired a person that did not fit the job specifications. The client was requiring previous airline industry experience and this particular candidate had “aviation” experience but not “airline”. Still, the person was hired based on not only previous experience but also perceived presence and leadership abilities.

This situation is typical of the “misfit” theory. A client will require certain experience but often will make the hire solely or mostly based on presence, personality, style and overall personal “fit”. And this is understandable because consideration of candidate qualifications is just the “start” of the process. The process will always progress to consideration of personal skills.

Its just surprising how often “required qualifications” give way to the “human” part of the hiring process. Or maybe it isn’t so surprising after all.

Sincerely,



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About Frank Jay & Associates

Established in 1985, Frank Jay & Associates is the world's leading provider of retained executive search in the Airline, Aviation and Aerospace industries.

Since our beginning, Frank Jay & Associates has operated as a trusted adviser and strategic partner working with clients to evolve, upgrade and facilitate senior-level executive search for Airline, Aviation and Aerospace companies, ranging from major global, regional, international, cargo and related airlines, to Private and Corporate Aviation operators, Aerospace Manufacturers, and all of the companies that support these industries, including MRO operators, Ground Handlers, and others.

We work broadly across the Airline, Aviation and Aerospace landscape with specific expertise in recruiting senior leaders for operational

and functional areas that include finance, marketing, planning, flight operations, inflight, maintenance, manufacturing, engineering, and related areas. We also partner with private equity firms and the companies in their portfolios to execute pre-deal and post-deal acquisition talent and leadership initiatives. Due to our unique access to the most impactful and future-minded executives across the Airline, Aviation and Aerospace landscape, we are able to help our clients assemble teams that create impactful legacies.

