

JOHN J. KEADY
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EDUCATION:

Harvard Graduate School of Business Administration, MBA

Main concern in marketing with secondary emphasis in transportation management.

Northeastern University, Boston

Received B.S. magna cum laude. Majored in Business Management and Economics. Received multiple awards, honors, scholarships.

PROFESSIONAL
EXPERIENCE:

TRANSPORTATION AND MARKETING CONSULTANT, Present

Provide wide variety of marketing, re-engineering and operational services to major clients, primarily in the transportation industry. Recent engagements include:

- Hewlett Packard (HP) – long term project as Business Analyst/Subject Matter Expert assisting in design of complex, large scale new Passenger Service System for global airlines
- Sabre Corp – contracted by this former division of American Airlines as Subject Matter Expert (SME) in areas of marketing and consumer research for multiple airports and airlines, including the national airlines of Yemen, Malta and Mexico. Also engaged in large scale system change-out for JetBlue Airways and Brazil's largest domestic airline. Nine engagements.
- McDonnell Douglas Aircraft Company - performed long term resource planning and analysis for client companies and targeted accounts. Developed and made senior level sales presentations to overseas airlines
- GE Capital Corporation - feasibility study of off-airport lounge. Located client for this innovative project
- America West Airlines - Developed training module for opening stations. Successfully supervised same. Also completed major dependability study
- Lockheed Martin Corporation - Conceived, developed and produced new business proposals for subsidiary resulting in three contracts. Completed executive search assignment.
- Ernst & Young - Developed and established a West Coast Travel Consulting Practice. Sold five engagements in first year, including two blue chip clients.
- Airports - Consulted for five airports to date. Marketing advisor for Fresno Airport 1993-1998
- Other clients, partners, affiliations – CenterPoint Properties, Associated Travel, COMARCO, Air 21, Nashville Air, Tahoe Air, Aviation Systems, Massport, Eastern Airlines, Ford Motor Company, PrimeFlight, McDermott Will and Emory, COMAC
- Former adjunct Professor: University of Phoenix and University of LaVerne.

AMERICAN AIRLINES, 1976-1993

Manager of Marketing Development. Responsible for all marketing leadership and analysis for two billion dollar, 35 station unit. Performed all volume and revenue forecasting, resource allocation and pricing policy.

- Provided strategies and direction which assisted in opening up 24 new cities
- Helped oversee acquisition and integration of \$300 million business unit
- Responsibility for profitability and dependability of 420 operations daily
- Provided frequent television and press interviews, extensive speech making, expert witness testimony, community and governmental liaison
- Directed sales and advertising efforts and conducted research studies to evaluate same
- Additional experience as Manager of Consumer Research and Manager of Freight Plans

ADDITIONAL
INFORMATION:

See also "jack keady" on LinkedIn, Youtube and www.keady.com