



## Communicating the Value of Business Aviation

### Creating an Aviation Business Plan

This presentation outlines the need for integration between the flight department and the “C Suite”. Today’s Flight Department Manager is being charged with aligning the role of the department with the strategic goals of the corporation. This translates to the need for understanding the financial implications of the assets within his/her responsibility. The presentation outlines the need for creating an aviation business plan and some the tools and skillsets for implementing it.

Guardian Jet is an aviation consultancy and brokerage based in Guilford, CT.

#### **Michael Dwyer**



Prior to founding Guardian Jet in 2002, Mike Dwyer held Regional Sales Manager positions at Gulfstream Aerospace, Cessna Citation and Mooney Aircraft. Mike's education includes a B. A. in Business Management from the University of Rhode Island and a Masters Degree in Finance from Rensselaer Polytechnic Institute. He has logged over 3,000 hours of flight time and holds an Airline Transport Pilot Rating and a CitationJet type rating. Mike is well known throughout corporate aviation industry for his expertise, professionalism, and integrity. He has authored many industry publications and is a leader in the areas of fleet planning and optimization, aircraft brokerage / acquisition, and aviation business consulting.

#### **Donald Dwyer**



Before joining Guardian Jet in 2010 Don Dwyer spent 22 years as an aviation sales professional and executive. A 17 year career with Hawker Beechcraft saw Don start as a Regional Sales Director, then hold increasingly more demanding roles until his final years as Vice president, Global Sales. As VP, he was in charge of the sale of all new and resale commercial aircraft both domestically and internationally. Leading a global team of direct sales VPs, managers and salespeople, as well as dealer networks around the world, he was responsible for more than \$2 billion in revenue. In addition to his management experience, Don is a 4,500-hour commercial pilot and sits on the board of Challenge Aspen, a world-renowned organization devoted to recreational therapy for all types of disabled persons.

## **Frederick Clarey**



Fred began his business career with 11 years at IBM in sales and sales management, positions that uniquely prepared him for the sophistication of the Guardian Jet consulting and sales approach. Prior to joining Guardian, Fred enjoyed 17 years as a Regional Sales Director in the Southwest and California for Hawker Beechcraft Corporation. As one of the HBC's most successful sales professionals in that period, Fred emphasized the strategic needs of his clients as the cornerstone of their aviation solutions. Fred is an accomplished pilot holding an ATP certificate as well as his CFI –MEI and has logged over 4,200 hours. He holds a Bachelor of Science Degree from the University of Arizona and a Masters in Business Administration from Pepperdine University. Fred heads up Guardian Jet's West Coast operations.