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Northwestern Engineering

Transportation Center Icarus Society presents.....

“Economics of Airline Industry Consolidation”

Speaker: Hubert Horan Aviation Expert and Independent Airline Consultant	Thurs. May 17, 2012 3:00 - 5:00 pm Location: The Transportation Center Chambers Hall _ Lower Level 600 Foster, Evanston
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Hubert Horan will provide insights into the future of the airline industry with special focus on alliances, metal neutrality and airlines mergers – now and in the future – drawing on his extensive expertise and experience in the aviation industry.

Bio: Hubert Horan’s 25 year aviation career has been evenly split between consulting and airline management positions. He has been directly involved with multiple waves of airline mergers, alliances and industry restructuring, and since 2002 has been an independent consultant based in Phoenix.

He has been directly involved with most of the major changes in international aviation since deregulation. In the 1980s he developed the original plan for the TWA-Ozark merger and also participated in the USAir–Piedmont and Continental-People Express mergers. He worked on a series of projects with Lufthansa and Alitalia to help them prepare for liberalization within Europe, and prepared the original plan for a Qantas-Australian-Air New Zealand merger.

While at Northwest he led a massive international route network restructuring that drove the airline’s late 90s financial turnaround. He was responsible for the original development of the KLM-Northwest alliance network that served as the template for all subsequent immunized alliances. He spent four years in Zurich grappling with Swissair-Sabena, Europe’s first cross-border merger, and Swissair’s alliances with Delta and American. His plan for reversing the failed SAir Group strategy at Swissair was rejected, but his Sabena plan led to the successful creation of SN Brussels Airlines, and several years later developed the plan for merging SNBA and Virgin Express. He has been actively involved in the evolution of Chinese airline competition, developing a detailed financial restructuring plan for one carrier, network merger plans for two major carriers, and network plans for two startups.

He has been heavily involved with recent airline bankruptcy reorganizations. He developed and implemented the business and fleet plan America West used to successfully emerge from bankruptcy in the mid 90s, and the restructuring plan for Hawaiian Airlines’ bankruptcy emergence. He also worked for creditor groups on the United and USAirways bankruptcies, helped develop the Southwest-ATA code-sharing alliance that provided the basis for ATA’s restructuring, and is currently participating in the American Airlines reorganization process.