



The NU Transportation Center Icarus Society presents....

“Right-Sizing: The Right Move in the Airline Business”

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3:00 pm

Location:
Transportation Center
Chambers Hall,
600 Foster, Evanston
Lower level

Abstract: Excess/uneconomic capacity has impacted airline industry financial results many times. In addition to exercising overall capacity discipline, it is important to select aircraft that are well-suited economically to an airline's route system. This can prove to be difficult for a variety of reasons, including labor agreements. The presentation will examine both previous and current examples of the need for right-sizing in the airline industry, as well as the implications of revenue stratification in recent years.

BIO: George Hamlin has over forty years of experience in the aviation industry as a consultant and in senior management positions in airlines and aerospace. He provides strategic counsel and analysis for transportation economics and policy issues. His experience and expertise includes transport economics, marketing and strategic planning, aircraft and fleet planning analysis, economic analysis and forecasting for both passenger and cargo operations, and expert witness/litigation support. Mr. Hamlin has served a broad base of clients, including airlines, airports, aerospace companies, financial entities and law firms that rely on his strategic planning and market analysis capabilities.

Before heading his own transportation consulting firm, he was a senior executive at the consulting firms ACA Associates, Morton Beyer & Agnew, MergeGlobal, and Global Aviation Associates. Prior to becoming a consultant, Mr. Hamlin was Director, Strategic Planning, for six years at Airbus Industrie, North America, responsible for managing the market and strategic planning functions for this Airbus subsidiary. Before this he was Manager-New Business Development at Lockheed Aeronautical Systems Company where he worked on joint ventures with European manufacturers and evaluated the potential for Lockheed's products in the commercial market. Mr. Hamlin started his career at TWA and Texas International Airlines where he gained experience in flight profitability analysis, route development, scheduling, cargo marketing and airport passenger service.

He is the author of four books (the **Skyliners** series of pictorial airline histories and **Chicago Railroad Scenes, Volume 2**); numerous articles for both industry and general publications; is a frequent speaker on commercial aviation and aerospace topics in professional and academic venues; and writes the monthly "Observation Deck" column for *Air Transport World's* ATW Online website.