

2010 World Cargo Symposium Speaker Biographies Revenue Optimisation



Rod Best
CASSLink Product Manager
IATA

- Joined IATA in July 2001 as part of the Australian Cargo Team. In 2007 he transferred to Geneva to take up the role of CASSLink Product Manager. His main role is the maintenance, improvement and expansion of CASS and CASSLink services in IATA.
- Prior to joining IATA, Mr Best worked for Telecom Australia (now Telstra) for five years in technical support and Customer Service management positions and ANZ Bank for eighteen years where he was instrumental in the implementation and support of electronic banking and communications systems throughout New South Wales.

- Completed a Master of Business Administration in 2007 from Southern Cross University, Australia.
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Kai Heinicke
Regional Director
Cargo Marketing

Kai Heinicke is regional director, Cargo Marketing for Boeing Commercial Airplanes. As regional director, Heinicke researches air cargo industry issues, with specific responsibility for serving airlines in North and South America. He also is part of the team that develops the company's biennial World Air Cargo Forecast.

Kai came to The Boeing Company in 2005 after seven years with United Airlines, where he was most recently in Airport Operations as general manager for the Caribbean region, based in San Juan, Puerto Rico. In this position, he was in charge of managing the company's daily operations at several stations throughout the Caribbean. During his first three years with the airline, he was the regional cargo manager for Latin America.

Kai began his career in the air transportation industry in 1991, with Challenge Air Cargo, an all cargo airline based in Miami, Fla. During his eight year tenure at Challenge, Kai held a variety of management positions, including country manager for Brazil and director of foreign stations.

Born in Basel, Switzerland, Kai grew up in Germany, Brazil and Colombia. He holds a bachelors degree in aviation management from the Florida Institute of Technology, a MBA from the Inter University of Puerto Rico and a master of aeronautical science degree from Embry Riddle Aeronautical University.



Niko Herrmann
Partner
Oliver Wyman

Mr. Herrmann is a Partner in Oliver Wyman's Aviation Practice.

He has 15 years of consulting experience in Europe, the US and the Middle East, with a dedicated focus on Aviation. He has managed numerous significant engagements for leading international airlines and aerospace companies.

Mr. Herrmann has worked on topics such as M&A, strategic planning, passenger and freighter network planning, cargo and passenger commercial strategy, sales force effectiveness, cargo and passenger revenue management, distribution cost optimization, operations improvement, cargo information technology and many more. He also served as interim EVP Cargo for a Middle Eastern client for over a year.

Mr. Herrmann holds an M. Sc. degree in mechanical engineering from the Technical University of Munich, Germany. He also received an MBA from INSEAD.

Mr. Herrmann is married and has two children. He and his family live in Zurich, Switzerland.

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Glyn Hughes
Director of Cargo Distribution
IATA

Glyn Hughes is IATA's Director of Cargo Distribution and has global responsibility for the IATA Cargo Agency and Cargo Settlement (CASS) programs. CASS today covers over 95 operations in over 75 countries and annually processes more than 17 million AWBs with a combined settlement value in excess of USD 20 billion. Glyn originally joined IATA in the UK to launch CASS in 1991 and is now based in Geneva, with his wife and two children. He is a member of the IATA Cargo leadership team and dedicates a large amount of time in providing training on compliance issues. Glyn also manages the Cargo Agency and Cargo tariff Conference mechanisms and particularly focuses on developing relationships with influential forwarder bodies and national associations worldwide.



Gert-Jan Jansen
SVP
Seabury Aviation & Aerospace

Gert-Jan Jansen has been with Seabury Aviation & Aerospace since January 2007 and is heading the cargo advisory practice. He has 15 years of experience in the air cargo and express industry and demonstrated his ability to support clients in achieving change & performance boosts in dozens of projects across the globe. Mr. Jansen led projects that included strategy development, performance boosting, fleet optimization, network strategy, revenue management & pricing, cost diagnostics, demand forecasting, business planning and sales & marketing.

Mr. Jansen was co-founder of WorldACD and Partner of YDL Management Consultants, a firm that specialized in reorganizations and change management, amongst others in the air cargo industry. Mr. Jansen also was with KLM Cargo where he managed projects in the domain of network optimization and revenue management.

Educated as a M. Sc. at the Faculty of Industrial Engineering and Management Science of the Eindhoven University of Technology, Mr. Jansen graduated in Operations Research & Statistics.



Raja Kasilingam
Consulting Partner
CargoINTEL

Raja Kasilingam is currently Consulting Partner at CargoINTEL which provides consulting, technology, marketing, and research services to the freight and logistics industry. Prior to this, Raja has held senior management positions at transportation solution and services providers such as Sabre, American Airlines, and CSX Transportation where his responsibilities included solutions strategy, solutions marketing, new business development, consulting, and operations research support. He has provided consulting and software solutions services for several major companies around the world including Union Pacific, AT&T, Wal Mart, Lufthansa, Etihad, United, Southwest, and Cathay Pacific. Raja has also spent time as a faculty member in the Industrial Engineering/Transportation departments at the University of Arkansas, Fayetteville and University of Regina, Canada. He has published more than 25 articles in international journals and has authored a graduate level text book on Transportation and Logistics. He holds a Ph.D. in Industrial Engineering and is a registered Professional Engineer.

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Lise-Marie Turpin
Managing Director
Air Canada Cargo

Lise-Marie Turpin was appointed Managing Director of Air Canada Cargo in September 2008. In this role, she is responsible for all aspects of the cargo business for Air Canada.

Lise-Marie was previously responsible for the cargo operation system-wide as Senior Director, Cargo Services.

Since joining Air Canada in 1995, she has held a number of management positions including General Manager, Passenger Sales Europe, responsible for all sales generated in Europe, as well as Manager, Passenger Sales France, Spain and the Benelux and Manager Passenger Sales, Quebec.

Prior to joining Air Canada, Lise-Marie held a number of management positions at Air France - Canada in both Passenger and Cargo divisions.

Lise-Marie holds a Bachelor of Arts degree in Humanistic Studies from McGill University.



Dr. Ajay Virmani
President & CEO
Cargojet

Dr. Ajay Virmani, President & CEO of Cargojet, Canada's largest cargo airline operating a premium overnight air cargo service to all major cities across Canada. Mr. Virmani has bought and sold several businesses during his tremendous business career and has truly defined the word, "entrepreneur." His numerous years in the transportation field in Canada have made him a true leader in this industry. Mr. Virmani was recently selected by Ernst & Young as "Entrepreneur of the Year" and Cargojet was selected as one of Canada's "50 Best Managed Companies" as well as being chosen as the "Largest Outstanding Business in Ontario".

Cargojet, under Ajay's leadership has won many industry awards, including the Shippers Choice as "Cargo Airline of the Year" for the past seven consecutive years. Cargojet is also the only Canadian air cargo carrier that is a full member of IATA, the International Air Transport Association and is ISO9000:2000 Quality certified company.

In June 2005, Ajay completed an Initial Public Offering to the business public, creating the Cargojet Income Fund. The Fund's units trade publicly on the Toronto Stock Exchange under the symbol of CJT.UN.

More recently, Ajay was honoured with "Doctorate of Law" from the Assumption University becoming Dr. Ajay Virmani. Ajay was also asked to represent Canada in December 2009, as an official Olympic Torchbearer for the 2010 Games. Ajay is also involved in the movie business, as executive producer of several films, including the Oscar nominated film "Water" and heavily supports numerous charitable foundations.

Cargojet is Canada's leading provider of time sensitive overnight air cargo services. Cargojet operates its network across North America, transporting over 750,000 pounds of time sensitive air cargo each business night, utilizing a fleet of forty-one all cargo aircraft.