



## **Michael Bown**

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### **Business Experience**

Mike has twenty five years of industry-related experience. Prior to joining Trillion, Mike was responsible for all Airport Consulting & Products Sabre. Mike also spent ten years at Northwest Airlines (NW), primarily in Network Planning and Forecasting. Subsequently, Mike spent an additional nine years at the Kiehl Hendrickson Group (KHG), before KHG was acquired by Sabre in 2002.

During his career, Mike has worked closely with a variety of airline and airport clientele. This work has included strategic planning, route network analysis, forecasting & merger/acquisition work. Among the airlines that Mike has consulted directly or indirectly for include Mesaba Aviation/Northwest Airlink, AirTran Airways, US Airways, Sun Country, Frontier, Vanguard and America West Airlines. In addition, Mike has worked on well over one hundred air service development projects, representing airports/communities of all sizes across the U.S.

Mike has extensive experience working with both DOT and MIDT data. During a 2-year period at NW, Mike worked on special revenue accounting project, where he was responsible for developing processes to streamline the revenue recognition process. Later at NW, Mike was responsible for all Competitive Analysis. Key components of this work entailed benchmarking of both financial (Form 41) and market basis data (using both T100 & 10% Coupon Sample) of competitive airlines. In a consulting capacity, Mike has developed complex route networks, utilizing both DOT & MIDT demand data to develop financial planning models from both a domestic and international basis.

### ***Air Service Development & Strategic Planning***

Mike managed a group of clients, including those below. Additionally, Mike has also worked with regional airports such as Grand Forks, ND, Grand Island, NE, Lansing, MI, Waterloo, IA & Wichita, KS.

- **Quad City International Airport (MLI).** This airport has been among the fastest growing in the U.S. since 9/11. Since overtaking management of this account, MLI has landed AirTran service to Las Vegas, Northwest service to Detroit and Memphis, Delta service to Atlanta and United service to Denver.
- **Lambert Field (STL).** STL has garnered new AirTran service to both Atlanta & Sarasota. AirTran indicated that new Atlanta service was its best new service launch ever. In addition, we have been successful in landing new Frontier service to Denver and upgraded Midwest Airlines service to Milwaukee. Finally, we have also been successful in recruiting new Southwest Airlines service to multiple cities in the U.S.
- **Rapid City (RAP).** RAP has been and remains one of the fastest growing mid-sized airports in the U.S.

### ***Network Planning***

In previous consulting roles, was responsible for leading a host of projects. This work took into account scheduling, network planning, forecasting and fleet planning skills. Work required a deep understanding of the airline industry and specifically an in depth understanding of LCC's. It also included use/understanding of all key DOT databases.

### ***Forecasting***

Responsible for forecasting Domestic Entity results for Northwest Airlines. This included using econometric modeling, in conjunction with advanced booking models, to estimate the future mix of traffic and revenue for NWA's domestic operations. Based upon this work, was able to direct short-term tactical marketing direction for the airline's Marketing Programs Department. This work included all analytics, and required ongoing dialogue with financial institutions and Wall Street.

### **Education**

**University of Iowa – Iowa City, Iowa**  
*Master of Business Administration*

**Coe College – Cedar Rapids, Iowa**  
*Bachelor of Arts*