

JIM PATON

MA (CANTAB), MBA (STANFORD)

LOW COST AIRLINE BUSINESS CONSULTANT

Jim is a consultant who has considerable knowledge of low cost airlines, and enables business transformation by combining analytical and strategic insights with his ability to facilitate organisational change. An adaptable leader with a track record of academic and professional excellence, Jim turned around and managed one of easyJet's largest operational areas, and now runs his own consulting business. His creative approach to problem solving draws on experience of energy, transport and consulting, as well as his international background, and the complementary skills of his MBA, science degree, and interest in applied psychology.

PROFESSIONAL ACHIEVEMENTS

Director, Invenzyme Ltd – 2007 onwards

Jim runs his own consultancy, developing and facilitating innovative solutions for business change, and is licensed to use the LEGO® SERIOUS PLAY™ approach to facilitate strategy and team development. He recently worked with Monarch Airlines to develop crew resource planning and business optimisation.

Group Business Development Director, International SOS Assistance – 2006 to 2007

Jim led an expanding medical consulting business unit, with annual turnover in excess of \$5m. He re-launched and extended the product successfully, and re-designed the organisation to support future growth.

Head of Crew Resource Planning, easyJet – 2003 to 2005

Jim turned around and led one of the leading low cost airline's largest operational departments, with a budget in excess of £135m, and a team of 70 responsible for the planning and deployment of over 3,500 crew. Jim designed and implemented a more scalable organisation and processes capable of absorbing 20% p.a. growth, delivered a 10% enhancement in crew productivity, and introduced industry-leading rostering practices.

Transformation Manager, easyJet – 2002 to 2003

As a core member of the change management team overseeing the £400m easyJet/Go merger, Jim facilitated the combination of the commercial teams to sell under a single brand, and managed the project to introduce a new distribution strategy involving significant headcount savings. Jim's work was central to the success of the merger which was completed in half the planned time, and at two thirds of the intended cost.

Business Consultant, easyJet – 2001 to 2002

Jim managed key strategic projects sponsored by the CEO, and delivered business improvement initiatives worth over £10m p.a. in areas as diverse as operations, maintenance, advertising, ground handling, and in-flight catering. Jim defined new strategies and worked closely with the management teams to deliver successful outcomes. Jim also shared responsibility for creating a new strategic planning process, consulting at all levels to develop and communicate the airline's vision and guiding principles in the "easyJet Way".

Management Consultant, PricewaterhouseCoopers – 1997 to 2000

Jim managed project teams implementing electricity supply deregulation in Scotland, and creating the performance framework for the partial privatisation of London Underground. He advised lending banks on Eurotunnel's commercial performance, evaluated the impact of airline alliances on transatlantic competition, reviewed a rail freight operator's business model, and devised a market strategy for a new cargo airport.

Summer Associate, Booz•Allen & Hamilton International – Summer 2006

During his internship, Jim advised power utilities and oil companies on strategy and process change.

Business Analyst, PowerGen – 1991 to 1995

Jim monitored competitor activity and assessed the strategic fit of proposed international investments.

Commercial Analyst, British Steel – 1989 to 1991

Jim monitored sales and industry trends, developed demand forecasts and oversaw commercial reporting.

QUALIFICATIONS

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| 1995 – 1997 | MBA - Graduate School of Business, Stanford University, USA Arjay Millar Scholar (top 10% of class) |
| 1986 – 1989 | MA (Hons) – St John's College, Cambridge University, UK First class, Natural Sciences (specialisation in Physics) |
| 1982 – 1986 | Certificat de Maturité – Collège Claparède, Geneva, Switzerland Science and Modern Languages, with distinction |

Jim is a Certified Practitioner of Neuro-Linguistic Programming (NLP), and is bilingual in English and French, with a working knowledge of German and Italian.

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AVIATION & GENERAL TRANSPORT EXPERIENCE

2007 onwards **Invenzyme Limited**

Director

- Advised Monarch Airlines on their crew resource strategy, identifying opportunities for improvements to cost, process, systems, organisation and industrial relations
- Developed proposals for enhancing Monarch's cross-business schedule optimisation

2001 – 2006 **easyJet Airline Company Limited**

2003 – 2005 *Head of Crew Resource Planning, reporting to the COO*

- Led 70-strong crew planning department, with an annual crew and team budget of £135m, and transformed it into an example of best practice recognised by the CAA
- Designed and implemented scalable departmental organisation and processes which absorbed airline growth of 20% p.a. with no increase in team headcount
- Identified and delivered 10% enhancement in crew productivity which contributed towards crew cost savings of £12m
- Facilitated development of more crew-efficient and profitable airline schedule
- Introduced industry-leading rostering practices to minimise aircrew fatigue risk
- Member of the Senior Management Group, Operations Management Team, Crisis Response Team and of easyJet's Strategic Planning Group

2002 – 2003 *Transformation Manager, reporting to the Sales & Marketing Director and the COO*

- Facilitated successful integration of easyJet and Go's commercial activities
- Led the work to combine the sales & marketing teams, including project management of the Stansted call centre closure with a reduction of 80 heads
- Project managed implementation of post-merger online distribution strategy
- Member of Transformation Board overseeing the £400m easyJet/Go merger

2001 – 2003 *Business Consultant, reporting to Head of Business Development and the CEO*

- Chaired business improvements group responsible for enhancing business performance following 3 month induction into all aspects of the business
- Developed the airline's strategic planning process and communicated the business model and vision in the form of the "easyJet Way"
- Developed tender and contractual arrangements for partial divestment of ground handling activities which saved over £3m p.a. when implemented
- Reviewed maintenance strategy leading to a 10% reduction in unit costs
- Designed and negotiated in-flight catering JV delivering £1m PBT benefit
- Introduced framework for making advertising spend more accountable
- Implemented flexible aircraft weight scheme to reduce navigation fees by 5%

1997 – 2000 **PricewaterhouseCoopers, Management Consulting**

Manager - Business Strategy & Policy Centre of Excellence

- Evaluated the economics of interlining and the impact of airline alliances on transatlantic competition for the Association of European Airlines
- Devised a market entry strategy for a proposed German cargo airport
- Developed KPIs for Eurocontrol to monitor air traffic authority performance
- Advised Eurocontrol on tender process for European AIS Database
- Advised lending banks on Eurotunnel's ongoing commercial performance
- Led team developing performance regime for London Underground PPP
- Advised the government on a UK rail freight operator's suitability for funding

Former employer and client references available on request

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