

# Grant Smitton

## Aviation Strategy Specialist

### NETWORK FLEET

Fleet strategy, optimal allocation to market, fleet size and type to deliver required strategic outcomes. Optimizing schedule design to improve utilization, connectivity and operational delivery.

### AVIATION DEVELOPMENT

Developing airline network for growth, competitor defense/offense strategies with short and long term horizons

### NETWORK PROFIT

Grant has a proven track record for success of seeing strategies implemented and delivering real world results. Results include lifting market share and yield in a major market. Grant takes a broad airline business perspective and considers a wide range of variables including service class splits, market pricing and revenue management strategies to deliver the network results



- Experienced airline network strategist
- Fleet strategy
- Defensive competitor strategies
- Offensive competitor strategies
- Market growth opportunities
- Airline consolidation
- Fleet utilization/Optimization
- Network profitability
- Market opportunity
- Market share growth strategies
- Market value growth strategies
- Leverage alliance benefits
- Service class splits and alignment
- Low cost carrier defense
- Industry Advisor
- Government & Aid Agencies
- Developing Nations

Mr Grant Smitton is a founder of Greenstone Aero, with over 17 years of corporate airline experience, including specialist expertise in new market and competitor analysis, airline strategy formation, network performance and redesign, and schedule analysis.

With his expertise, he has developed sophisticated and robust strategies and models for travel demand forecasting to existing and emerging markets, the impact of market stimulation and competitor behaviors, and financial outcomes for both international and domestic markets.

His strategies are responsive, insightful and adaptive to a dynamic airline industry. He will challenge existing thinking to develop and improve the airline business.

His strategies and advice have seen the demise of a low cost start-up threat, new fleet type acquisitions, new service class introduction and network consolidation and re-alignment resulting from economic slowdown.

During 2009-2011, he has been advising a series of governments in the Pacific region on aviation contracts and commercial viability of air services

He holds a double major Bachelor of Commerce degree in management and marketing from University of Auckland (1993).



Greenstone Aero

## CAPABILITIES

The Greenstone Aero team of partners and associates offers clients access to extensive airline knowledge and capability gained in commercial, corporate and operational fields.

Our team's capabilities include network and fleet planning, revenue management and pricing, through to strategy design, market analysis, airfreight, product, sales and distribution, systems, operations and people.

We offer clients access to proven strategic planning methodologies, data sources and tools to optimize solutions for our clients.

# Employment History & Education

2004 to present – Founding partner and consultant at Greenstone Aero – Aviation Consultants

- Client Types:  
Has led projects with governments, airlines, private investors, airports on a range of airline development initiatives.
- Main Activities:  
Airline Network Strategy, Airline Business Advisory, Negotiations, Market Analysis, Business Modeling, Competitor Analysis, Financial Modeling, Business Development, New Markets, Developing Markets, Strategic Planning, Business Planning, Due Diligence, Opportunity Identification and Quantification, Practice Management, Client Management

1993 to 2004 – Air New Zealand Ltd

- History:  
Started as a graduate trainee from university and quickly moved into senior management roles involving network strategy and development, roles included: Business Performance Manager, Business Planning Manager, Change Development Manager, Route Development Manager, Commercial Analyst, Network Performance Planner, Schedules and Planning Systems Coordinator, Graduate Trainee.
- Main highlights:  
Introduction of new fleet types, high frequency schedule strategies, service class re-alignment and introduction of Premium Economy, marketing strategies, revenue management and pricing re-structuring, alliance development, new market development and introduction, development of new planning systems, fleet rationalization, budget and revenue forecasting

1990 to 1992 – University of Auckland

- Bachelor of Commerce, Bcom
- Double major in Marketing and Management

## About Greenstone Aero

Formed in 2005, Greenstone Aero is an independent aviation consulting firm that positions our clients for commercial success.

Greenstone Aero brings strategic insight and perspective to every project, issue or opportunity, applying best practice methodologies to provide clients with a clear path forward.

Our team of managing partners and associates are experienced airline people, and have the depth and breadth of knowledge required to assist both airline and non-airline clients including airports, governments, investors, manufacturers and MRO providers.

Our managing partners work directly with clients in a results-focused way, we are responsive to requirements, and share our real world knowledge and expertise.

We invite you to explore our website to further understand Greenstone Aero, its capabilities and its experience. We would welcome discussing how we could support your organization.

## Contact

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