

EDWARD SHELSWELL-WHITE
Chief Customer Officer and Managing Member
Sky Synergy LLC and Land Air Labs LLC



Areas of Specialization

- Strategic planning for airports
- Organizational health, especially focusing on teams and teamwork
- Product innovation, especially
 - The Healthy Airport EcosystemSM for post-COVID-19 recovery
 - Applied Location IntelligenceSM market share, leakage, and decision support dashboard for airport leaders
- Integrated marketing strategy

Professional Experience: Since 2012, Edward has served North American airports in their efforts to evolve their commercial strategies and capabilities to increase demand for their services from passengers and airlines. He developed and implements *NextGen ASDSM*, focusing airports' efforts on what they can control or influence to drive consumer demand for their service and, in the process, improving airlines' financial results and their willingness to add capacity. In 2021 he co-founded and launched *Applied Location IntelligenceSM*, a dashboard based on a first-in-aviation partnership with UberMedia to bring faster, better, less expensive market share and decision support information to airport leadership.

In 2020, in response to the early stages of the COVID-19 pandemic, he co-founded Land Air Labs to focus on identifying transformational products to make passengers and employees comfortable returning to airports at design density.

Prior to consulting, Edward was a leader at Southwest Airlines for 22 years. As Director of Market Strategy & Performance, and before that in Airport Affairs and Field Marketing, he consistently focused on the intersection of airlines' and airports' commercial strategies. He developed a deep understanding of how airports function operationally, financially, and commercially, and how airlines and airports share similar objectives that can best be achieved by focusing on what they have in common. Edward developed and then led Southwest's effort to improve the performance of key markets by treating them as individual brands. He guided development of brand strategies for integration of AirTran and Southwest in Atlanta, including objectives, brand pillars, multi-channel advertising, and game theory around competitive responses. Edward also directed development and execution of Southwest's successful Denver. From 1995 to 2007, he led Southwest's East Coast facilities expansion with a heavy focus on the Baltimore/Washington and Florida markets. From 1989 to 1995, Edward led Southwest's Southern California field marketing efforts during the carrier's rapid California expansion.

- ➔ 32 years' aviation experience
- ➔ Airport consultant since 2012
- ➔ Designer of the *Healthy Airport EcosystemSM*, combining pathogen reduction technology and contactless mobile commerce to bring people back to airports at design density
- ➔ Identified and negotiated unique-in-aviation partnership with world's leading first-party mobile data provider