

Curriculum Vitae

Peter Richard Cross

Date of birth 17 January 1947
Family Married, 3 children
Nationality British
Languages English, French (basic), Japanese (basic)
Position Senior Consultant
Base Office London / United Kingdom



Career history

2012 - 2013	Sabre Airline Solutions - Project Management of the European SESAR Programme (Brussels)
2009 - 2012	KPMG & Saudi Arabian Airlines - Project Management (Jeddah)
2007 (curr)	INAVIA Aviation Consultants GmbH - Freelance Senior Consultant (Global)
2005 - 2007	LoadAir - Commercial Manager (Kuwait)
2003 - 2004	Air Astana - Vice President Service Delivery (Astana/KZ)
2002 - 2003	John Bustard Associates - Director (London)
1999 - 2002	Gulf Air - Head of Ground Services (Bahrain)
1994 - 1999	Cargo Service Center - Regional Director Europe & Africa (London)
1990 - 1994	British Airways World Cargo - Cargo Manager Central and Eastern Europe (Frankfurt)
1988 - 1990	British Airways - Terminal Manager London-Heathrow
1985 - 1988	British Airways World Cargo - Cargo Manager Japan & Korea (Tokyo)
1980 - 1985	British Airways - Area Management Oman (Muscat) & Bahamas (Nassau)
1970 - 1979	British Airways - Overseas Customer Services/Marketing at various stations

Professional training

1992	Quality Management Workshop facilitated across Europe & the Middle East
1978	Associate Member of the Institute of Management (AMIT)
1978	Airline Management Development Programme, British Airways

Education	1966 - 1969	BSc (Hons.) Degree in Transport Studies, University of Salford, United Kingdom
	1965 - 1966	GMIT/AMIT Transport Studies - Ealing College of Technology, London, United Kingdom

Professional experience

2012 - 2013 Project Management / SESAR Sabre Airline Solutions

Contracted by Sabre Airline Solutions (Dallas, USA) to provide Project Management of their investment to the European Commission/Eurocontrol **SESAR** programme (**S**ingle **E**uropean **S**kies **A**ir Traffic Management **R**esearch). Based in the UK but working with a European team from Airbus, Lufthansa Systems, Honeywell and Cassidian, this work group was tasked with providing recommended solutions for the airspace users' Flight Operations Centres eventual integration into the single-skies environment planned by the EEC / Eurocontrol and being funded up to EUR 2 billion.

2009 - 2012 Project Management for Saudi Arabian Airlines KPMG

Seconded from KPMG to Saudi Arabian Airlines, based in Jeddah, to provide Project Management for the IT systems acquired from Sabre Airline Solutions to the value of circa US\$80m. in the fields of ground and flight operations, cargo and catering systems.

2007 (curr) Freelance Senior Consultant INAVIA Aviation Consultants GmbH

Joined the INAVIA team on a freelance basis to support them in their worldwide consulting activities.

As part of the INAVIA team of consultants, projects were undertaken in Damascus (Syria) and Almaty (Kazakhstan) primarily involving the production of Business Plans to support the expansion ambitions of the respective already-established airlines. During this period, an independent consultancy project was undertaken in Delhi (India) to produce a Business Case and Plan for a proposed small, regional air-taxi operation to support an Indian hotel and tour operator's business. Unfortunately, the project was eventually cancelled as a result of the worldwide economic downturn at the time.

2005 - 2007 Commercial Manager (Kuwait) Load Air

A consultancy role working with a small specialist team to help develop and launch a new cargo airline in Kuwait, to be designated as the national cargo carrier of the country. Tasks included work on route and market development, the proposed acquisition of suitable freighter aircraft, potential joint-ventures with other international airlines in both Europe and China. The brief extended to the design, build and operation of a new Cargo City Project at Kuwait International Airport plus the opportunity to invest in cargo airlines in both China and Germany. This contribution also extended to aircraft financing/acquisition and fleet/route network analysis.

2003 - 2004 Vice President Service Delivery (Almaty)

Air Astana

Working for a new, young airline to be designated as the national carrier of Kazakhstan. Responsible for all airport service delivery aspects covering a growing network across Europe and Asia plus management of the Cabin Crew, Cargo and Catering elements of the company. Additional challenges included the development of a regional, domestic network of services to some 18 local, but often, remote airports.

2002 - 2003 Director (London)

John Bustard Associates

Working with a small team of associates on the design, development and implementation of a Quality Measurement and Cost Management programme for airport authorities, ground handling companies and airlines. The system is now in use at some 90 airport locations across the world and is certified and compliant with both IATA and ISO 9001 (International Standards Organisation).

1999 - 2002 Head of Ground Services (Bahrain)

Gulf Air

Responsible for some 600 personnel and all airport and ground service activities covering some 50 airports across the airline's network. This included all contract negotiation, service standards and development of quality and cost effective service delivery within a budget of USD130m.

1994 - 1999 Regional Director (London LHR)

Cargo Service Center

A regional senior management position responsible for a turnover in excess of GBP25m. in Europe and Africa for a global air cargo handling company, itself a subsidiary of KLM, providing high quality third-party services for a group of prestigious client airlines including Singapore, KLM, Saudia, British Airways, Royal Brunei and Swissair.

Achievements included the planning, design and development of a new GBP34m. cargo handling facility at London Heathrow, the first in Europe with full 'off-airport' import and export transit shed approvals from HM UK Customs.

1990 - 1994 Cargo Manager Central & Eastern Europe (Frankfurt)

British Airways World Cargo

A senior regional position responsible for all air cargo business activities within Central Europe. Total annual net revenue accountability was circa GBP25m. against an expenditure budget of GBP5m. and a staff compliment of 100 across 9 countries or states. Successes included the design and delivery of a new intra-European cargo product together with innovative rating structures.

1988 - 1990 Terminal Manager (London LHR)

British Airways

One of a small team of senior managers responsible for the safe and effective management of some 6,000 Ground Operations personnel across two passenger terminals at London Heathrow Airport, including all aspects of passenger services, ramp handling, cabin cleaning and loading.

1985 - 1988 Cargo Manager Japan & Korea (Tokyo) British Airways World Cargo

Reporting directly to Head Office in London, revenues were in excess of GBP25m. with some 40 staff in both Japan and Korea. Accomplishments included the integration of two previously competitive businesses (British Airways and British Caledonian), a 60% increase in revenues from Japan plus a corresponding 400% increase from Korea before Seoul became an 'on-line' destination for the company.

**1980 - 1985 Overseas Area Management Oman (Muscat) & British Airways
Bahamas (Nassau)**

Three years were spent in Muscat as Manager Oman followed by a further three years in Nassau as Manager Bahamas. Responsibilities covered all the airline's business activities including sales and marketing, customer services, finance and personnel management within the territory.

1970 - 1979 Overseas Customer Services/Marketing British Airways

Starting at Airport Duty Officer level and progressing to Airport Manager, a number of assignments were completed at a variety of overseas stations in North America, Africa, India and the Middle and Far East. This period was followed by a move into the marketing arena involving both North America and Japan, the highlight perhaps being involvement with the introduction of Concorde supersonic service to New York.

1965 - 1970 General Training / University Studies BOAC / British Airways

Joining BOAC in 1965, to become British Airways, a period of initial training was followed by a three-year full-time degree course at the University of Salford (Manchester, England) sponsored by the airline and specializing in transport and aviation studies.