

Eric Ford
Vice President

Eric Ford joined Eclat in 2005, following two decades of experience in the airline industry, including positions at United Airlines, Northwest Airlines, and US Airways, where he last served as Director of Pricing Development.

Eric has a broad background in airline planning, pricing, and financial analysis. His airline experience includes helping to develop and refine airline flight profitability systems. In addition, he has developed models to evaluate the benefits of various merger scenarios and to measure the price elasticity between airports. He has helped launch an airline-within-an-airline, has overseen corporate discount programs, and has been instrumental in developing airline policy positions on various regulatory and legislative issues.

At Eclat, Eric has prepared several strategic analyses for airports and airlines and has also worked on several assignments for new air service development. His specialty is modeling and analyzing information.

Representative Projects

- Provided assessments of financial strength and competitive position of specific airlines.
- Prepared domestic and international route forecasts to support new air service development for several airports.
- Developed overall industry and airline traffic and yield forecasts for specific travel regions within the U.S.
- Reviewed the potential impact of the America West – US Airways merger on air service.
- Prepared monthly newsletter for the Commonwealth of Pennsylvania addressing commercial air transportation issues.

Accomplishments at US Airways

- Responsible for all domestic pricing activity, domestic and international fare rule development and strategic revenue analysis.
- Participated in all aspects of creating MetroJet - US Airways' low cost carrier - as a member of the task force team.
- Developed models for tracking "drive/diversion" trends between airports.
- Analyzed/Implemented various pricing experiments designed to promote traffic and revenue growth at various airports, including Syracuse Hancock International Airport, Shenandoah Valley Regional Airport and Harrisburg International Airport, among others.

- Led cross-airline analytical task force reviewing federal ticket tax alternatives.
- Developed city presence/preference model to evaluate potential revenue benefits of various airline merger scenarios.
- Responsible for analytical review of all corporate incentive programs.

Employment

2005 – Present	Eclat Consulting, Reston, Virginia Managing Consultant
1993-2005	US Airways, Inc., Arlington, Virginia Director- Pricing Development (1996-2005) Manager- Tactical Analysis, Revenue Management (1993-1996)
1991-1993	Northwest Airlines Manager- Revenue Management Financial Planning and Analysis
1985-1991	United Airlines Information Technology Revenue Management

Education

Eric holds a B.A. in Computer Science and Economics from DePauw University.