

***Gary M. Harig***  
***Senior Vice President***

Gary Harig, a senior executive with experience in airline planning and marketing, previously served as Vice President — Revenue Management for US Airways, where he was responsible for all pricing and yield management issues for the airline. At Us Airways, he developed pricing strategies for corporate and leisure programs, implemented sophisticated yield management systems and directed the profitability analyses for all of the company's routes. As a consultant, Gary developed the first successful airport-initiated business fare reduction program, which reduced business fares and resulted in significant traffic growth for Harrisburg International Airport.

**Representative Projects**

- Developed pricing initiative with Harrisburg International Airport to stem the flow of passengers to neighboring airports.
- Developed successful pricing programs with Erie and Shenandoah Valley Airports to recapture business travelers using other airports. Erie is one of the fastest growing airports in the nation.
- Conducted in-depth analysis of Pennsylvania's commercial air service. The assessment and strategy covered all airports within the state, identifying key economic issues and outlining a growth strategy for the airports.
- Provided economic analysis and policy assistance to the Commonwealth of Pennsylvania regarding requests by US Airways for financial incentives/aid pertaining to the Pittsburgh and Philadelphia hubs.
- Evaluated air service needs and issues for Baton Rouge, Newport News and Huntington,WV.
- Advised Allegheny County Airport Authority (Pittsburgh) as to US Airways' financial position and the implications for the Pittsburgh hub.

**Accomplishments at US Airways**

- Successfully implemented two state-of-the-art yield management systems, increasing revenue over \$100 million annually.
- Established corporate pricing policy and strategy for all domestic and international fares.
- Developed pricing strategies for corporate and leisure programs. Included in the leisure programs were fares for tour operators, wholesalers, cruise lines, electronic distribution fares, and group fares for meetings and conventions.
- Designed promotional programs to stimulate incremental demand and revenue.

- Created pricing programs, including E-SAVERS, to utilize “distressed” inventory. These programs produced incremental revenues of more than \$35 million annually.
- Directed the setting of seat allocations for all discount fares, as well as total capacity authorizations (overbooking function).
- Initiated program to identify lost revenue resulting from waivers to pricing rules and developed programs to correct these practices, resulting in additional revenue of \$60 million annually.
- Directed profitability analyses on existing services and evaluated feasibility of new service. Creating the Philadelphia hub for US Airways and the west coast expansion were products of this research.
- Conducted merger/acquisition analyses, including evaluations of acquiring, PSA, Ozark, Empire, and AirCal. US Airways acquired PSA.
- One of four company expert witnesses to testify in the USAir/Piedmont merger. Directed the preparation of the economic submissions in this proceeding. Merger was approved.
- While at Eastern, played a key role in major corporate expansion programs, which entailed entering ten new Sunbelt/Western markets. Directed the economic analysis to determine market viability and formulated strategic plans to secure the operating rights.

### **Employment**

1983 – 2002	US Airways, Arlington, Virginia Vice President-Revenue Management (1995 - 2002) Assistant Vice President-Pricing and Inventory Management (1989 - 1995) Senior Director – Pricing and Inventory Management (1988 - 1989) Director – Pricing and Inventory Management (1987 - 1988) Director – Economic Planning (1983 - 1987)
1968 – 1983	Eastern Airlines Variety of managerial positions in Schedule Planning, Pricing, and Regulatory Proceedings departments

### **Education**

Gary holds a BS in Business Logistics from Pennsylvania State University and an MBA from American University.

### **Professional Affiliations**

1989 – 2002	Airline Tariff Publishing Company (ATPCO) Member of Board of Directors
-------------	---