

Aaron S. Taylor
Vice President

During his 13 year career as an aviation analyst and strategist, Aaron Taylor has been responsible for the development of key, multi-disciplined approaches to assess some of the industry's most challenging and high profile issues. As a result of a career-long relationship with the aviation industry's leading trade publication, the *Aviation Daily*, members of the media often feature his source data, approach and findings.

Taylor, one of the founding members of Eclat, specializes in the development of market-driven, real-world analyses to promote the successful implementation of strategic business planning initiatives for airlines, airports and other aviation entities. Clients have relied on his expertise in developing passenger forecasts, aircraft costing analysis, passenger/cargo route operating performance and the drafting of business plans. In addition, Aaron has participated in numerous due diligence efforts as part of a team assessing an acquisition as well as valuation modeling of public and privately held commercial aviation entities. Aaron has been referred to by a number of airline executives as the expert's expert on aviation data sources and their nuances.

Representative Projects

- On three separate occasions, Taylor has been the lead analyst in formulating analytical frameworks and models to assess the value of privately held commercial aviation concerns. His work on behalf of Eclat's team assigned to each representative project has been instrumental in achieving the desired negotiating result.
- As part of Eclat's 2005 study for American Airlines entitled *Repealing the Wright Amendment – Risks Facing Small Communities and the Dallas Metroplex*, Aaron designed the hub degeneration model demonstrating the result of eliminating spokes at the DFW hub. The model used in this analysis was a subset of Eclat's internal network model, of which Aaron was the chief architect.
- Created a number of proprietary models to measure the competitive intensity between carriers and industry sectors for the U.S. domestic and international networks.
- Lead analyst on a study entitled *Consolidation, Connectivity, Competition and Communities: The Advent of National Aviation Networks*. This analysis of nearly 400 US airports and over 12 million city pairs was designed to assess city pair competition in an industry consolidation scenario.
- Helped design and create the majority of network analyses utilized in a study entitled *Proposition RJ: An Alliance to Enhance Airline Competition*. This particular analysis was the first to assess the dynamic changes occurring between the U.S. mainline and regional sectors, as well as to call into question the potential economic disbenefit of pilot scope clause language.

- Routinely performs strategic analyses and models route profitability for air service improvement/air service marketing plans for airports of all sizes throughout the U.S. Passenger forecasts have been prepared as part of new route development programs presented to major international airlines, including, but not limited to, Virgin Atlantic, EVA Airways, Korean Airlines and KLM/Northwest Airlines.
- Conducted in-depth market analysis, including passenger surveys, travel professional focus group meetings, on-site interviews and market scenario forecasts on behalf of a large U.S. airport authority.
- Directs the production, scheduling and enhancement of reporting activities to McGraw-Hill's *Aviation Daily* on behalf of Eclat Consulting. Increased reporting frequency by 40%; increased timeliness by nearly two months; and developed more than 150 new analyses for print.
- Created, manages and acts as lead contributor for *Aviation Daily's* "Arrivals" feature, a bi-weekly analysis and commentary on the industry's most relevant issues. Developed more than 20 industry-leading articles on behalf of Eclat.

Employment

2001 - Present	Eclat Consulting, Inc. -- Vice President
1997 – 2001	GKMG Consulting Services -- Consultant
1994 – 1997	Avitas Aviation, Inc. -- Manager, Market Research; Senior Analyst
1993 – 1994	Transportation Planning, Inc. -- Project Analyst
1993 – 1994	Corporate Image Group, Inc. -- Account Executive
1992 – 1993	First Federal Savings and Loan of New York -- Marketing Associate

Education

Aaron holds a B.S. in Corporate Communication from the State University of New York at Geneseo.