



**SEXTANT ADVISORY, LLC** is an aviation professional services firm with global reach specializing in:

**Company Doctor - Performance Improvement  
Business Development  
Interim Management  
Turnaround Management**

Our team of business and aviation professionals develops and implements solutions to meet the operational, financial and strategic objectives of our customers.

Through our founders, **Sextant Advisory** has over 120 years of combined Business Aviation experience.

Founded on the premise that Business Aviation is about more than aircraft, **Sextant Advisory** believes that aviation businesses need to employ sound fundamentals and best practices that are transferable from other industries and applicable in good times and bad.

## Primary Practice Areas

### Company Doctor / Performance Improvement

Our team of highly experienced change agents has weathered many storms and believe that now more than ever a *flight to credibility*<sup>™</sup> is extremely important to make it through these turbulent times. At the core of **Sextant Advisory**, is years of experience leading companies. We have successfully run departments and companies, not just suggested fixes.

**Corporate Flight Departments;  
Fixed Based Operators;  
Charter Operations;  
Flight Training Operations;  
Maintenance and Repairs Organizations.**

### Interim Management

The **Sextant Advisory** team is comprised of a number of experienced executive-level Subject Matter Experts (SMEs). Individually or collectively our team is ready to step in as interim management due to staff attrition or augmentation, or simply as a retention strategy. Under the right circumstances **Sextant Advisory** can supply an entire management team during "C-suite" transition periods.

### Business Development

**Sextant Advisory** specializes in providing Business Development solutions to its customers. Our team has extensive international and domestic experience developing and implementing creative solutions that lead to sustainable revenue models and significant transactions. Areas of expertise include:

**Business and Strategic Planning;  
Market Development;  
Sales and Marketing programs and implementation;  
Partnership and Channel development; and  
Due Diligence for Acquisitions and Dispositions.**

### Turnaround Management

**Sextant Advisory** uses the vast industry expertise of its team to implement effective Turnaround solutions. By combining our practice area solutions with our financial acumen as well as financial evaluations; negotiations with financial institutions, investors and creditors.

## Summary of Impact

### **Performance improvement and Project Management on behalf of major air charter company in Kuwait**

- Resolved major regulatory conflicts with the FAA
- Fleet management analysis prompted strategic shift saving USD 5 million in re-fit costs
- Completed analysis of web strategy and operational technology infrastructure
- Revised and streamlined pilot hiring process resulting in the recruitment of better talent in less time

### **Startup and interim management of a business aviation turbine engine overhaul and repair operation**

- Principal, founder and investor
- Results: Revenue - \$0 to \$50 million and profitable in 3 years
- Sold business to Standard Aero / British Tire & Rubber

### **Turnaround of major Middle East aircraft charter company**

- Grew fleet size and revenue over 100% in 1.5 years.
- Doubled FBO operating profit in less than 2 years.
- Positioned firm for continued double-digit growth and profitability by establishing 5-year strategic plan.
- Introduced team of 300 multi-national employees to operational standards and practices that enabled them to provide high value services for global customers
- Founding Board Member of Middle East Business Aviation Association (MEBAA); served on Executive Committee

### **Business development and growth of multi-product line aviation services organization**

- Achieved revenue and profit growth of nearly 100% in two years
- Achieved 80% market capture rate in product line and 50% growth in ancillary services

### **Business development and performance improvement on behalf of major FBO and air charter organization based in the Southwestern U.S**

- Increased the managed fleet by 150% in the first 8 months.
- Developed and executed on 4 new revenue streams during first year
- *Pathfinder* financial models provided senior management with new visibility on cash flow and expenses

### **Turnaround of a distressed flight training and aircraft management company**

- Disposed its unprofitable business units and restructured its operations
- Returned company to profitability and 20% in annual growth
- Ascension to its standing as a premier flight training company in its market

## Founders and Principals

### **Richard Schuller, Founder**

Rich Schuller has extensive experience in global business aviation and after-market business development, and support functions involving aircraft/propulsion system OEM's, multi-million dollar business operations, OEM guaranteed hourly maintenance programs, business aviation start-ups and turn-around operations, business jet marketing/sales/brokerage, flight operations, maintenance management along with general aviation FBO hangar operations. His experience includes every element of the maintenance business.

### **Chris Crum, Founder**

Christopher Crum has over 25 years of progressive management responsibility in business aviation. Chris is a seasoned veteran of several aviation market segments, including: OEM, MRO, FBO, charter and completions. Most recently, he was President and CEO of Royal Jet Group, LLC, an international charter and aviation services company based in Abu Dhabi, UAE. During his time in the Middle East, Chris was a founding Board member of the Middle East Business Aviation Association (MEBAA). He has also held senior leadership positions at well-known aviation service organizations in the US including the Stevens Aviation FBO chain (President and COO) and Garrett Aviation (VP/GM). While with Allied Signal Engines (now Honeywell), Chris directed aftermarket programs. Focusing on business development, people and processes, in more than one assignment, Chris led his company to quickly double its revenue, while improving service and profitability. Chris has been a military officer, has an MBA from Arizona State University, and combines his education and broad, international leadership experience to provide effective solutions for clients.

### **Tom Guilfooy, Principal**

Tom Guilfooy uses his 20 plus years of financial and business development expertise gained in international banking and consulting to assist our clients. He is a seasoned Fortune 100 corporate lender with significant capital markets experience and a division executive of two publically traded companies. His operational, analytical and financial acumen is a driving force when assisting our business aviation clients navigate through many phases of their business. He has recently completed his second term as Chairman of the Airport Advisory Commission for the City of Scottsdale, where he was actively involved in aviation policy matters. His other aviation credentials include airport property development, owner/ operator of a flight training company, rated pilot and certificated air traffic controller. Tom holds a degree in Finance from the University of Washington and a Masters of International Business from St. Mary's College of California. As a principal in **Sextant Advisory**, he focuses on performance improvement initiatives, business development, and interim management.

### **Patrick Donaldson, Principal**

Patrick Donaldson's career spans 20 years in business development, marketing, product placement and integration, and project and event management; 15 of those 20 years have been in the aviation industry. During his career, Patrick has advised governments, Fortune 100 companies, and aircraft owners around the world on aircraft purchases, or sales as well as the operation of their aviation enterprises. Most recently Patrick and his organizations have been retained by major business aviation organizations both in the Middle East and the United States. Patrick holds a degree in Business from the University of St. Thomas and a Masters in International Business from Whitworth University. He is an ATP rated pilot with over 4000 hours of worldwide flight experience. As principal in **Sextant Advisory**, Patrick lends his business development, networking and negotiation expertise in the business-to-business aviation market worldwide, including onsite Middle East experience.