

LES MURASHIGE

**OBJECTIVE**

Assist organizations in meeting their financial, operational and mission objectives.

**QUALIFICATIONS**

█ years of airline experience, Over █ years of executive leadership and management experience, including Customer Relations Management, IT Integration, Operations and Inventory Control, Reservations and Call Center, Contract Administration, Demand Forecasting and Statistical Analysis, Sales and Marketing, Revenue Management.

Administered budgets in excess of \$200 million, with asset accountability of \$220 million. Supervised a staff of 480 employees.

**PROFESSIONAL EXPERIENCE**

Sept 2013 – Present

**Consulting**

Resumed airlines consulting services.

Oct 2012 – August 2013

**President**

Coordinate the restructuring of Hawaii Island Air's business model, operations and financial process. Assist with the sale of Hawaii Island Air from Charles Willis to Larry Ellison.

Oct 2010 – Sept 2012

**Consulting Service**

Working with several airlines in business development, mentoring, revenue management, IT resource management, structuring alliances, and create operational efficiencies within the frame work of financial responsibilities.

May 2009 – Oct 2010

**Lanakila Pacific, Vice President and Chief Operating Officer**

Brought in to create, implement and develop new business opportunities. Restructured Lanakila's various social enterprises (ground maintenance, janitorial, food service, stocking, and promotional products) for operational efficiencies and financial feasibility while maintaining a balance between the business model and the mission of Lanakila Pacific.

Annual budget: \$20 million

**Accomplishment:** Developed a working knowledge with program leaders on budget accountability and analysis. I was able to bring several new business opportunities to the work force group.

Feb 2005 – Mar 2009

**Hawaii Island Air, Inc., COO**

As the COO I was responsible for all aspects of the airline, including marketing, sales, revenue management, operations, IT and human resources. It was also critical to establish relationship with the line employees, communities of Hawaii, unions, Federal and State authorities and other institutions within the airline and travel community. Annual budget: \$25-50 million

**Accomplishments:** Led the effort to develop and establish the new Island Air brand both internally and externally, including development of the first loyalty program. Negotiated and established an independent call center and new online booking engine to help distribute our product.

Mar 2004 – Feb 2005

**Hawaii Island Air, Inc., Vice President Sales and Revenue Management**

I was responsible creating the infrastructure and revenue management design of the company. This required seeking out new partnerships, developing clientele while establishing a pricing structure that would hold up under various conditions. This also required designing various distribution avenues appropriate for each target group. Annual Budget: \$15-25 million

**Accomplishments:** Led the restructuring of Island Air upon becoming independent from Aloha Airlines. Developed the infrastructure for a new independent carrier including creating a global distribution networks, a new customer and vendor data base, establishing relationships and contracts with travel wholesalers, establishing code share agreements with other airlines (UA, CO, HA), interline prorates, B&T agreements (DL, NW, JL, NZ, CI), implementing new routes, pricing structure, flight schedule, customer relationship management program, inventory control and revenue management programs.

**Aloha Airlines, Director of Revenue Management**

Responsible for supervising a team of seven managers, coordinating an aggressive revenue management program to accurately predict passenger travel for all Aloha Airlines markets. Prepared five to ten year forecasts for the company and the revenue management department.

**Accomplishments:**

- Instrumental in increasing passenger volume by 2.6% generating \$220.8 million in revenues, the highest attained in a 3-year period.
- Developed Aloha Airlines' first revenue management program for its transpacific and interisland service.
- Created a business design that included a pricing model, restructuring of contracts, reports and infrastructure for an automated Revenue Management system.
- Created several new business solutions to meet the needs of a changing market
- Developed the first automated Flight Firming program for Aloha Airlines transpacific services

- Project Director on several IT development projects including database information transfer, records sorting and systems processing
- Lectured at the University of Hawaii School of Travel Industry Management

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**Aloha Airlines, Customer Service Manager/Central Reservations**

Main area of responsibility was inventory display in reservation system, group and wholesaler seat allotment, managing reservation call center; regular scheduled evaluations as applied to the call activity performance; resolving customer complaints, work directly with travel wholesalers, other carriers and general public to enhance customer relations management. Prepared documents mandated by the FAA and other agencies ensuring prompt delivery before deadline. Created and prepared a variety of reports including monthly profit and loss and other administrative and financial data.

**Accomplishments:**

- Created a new automated booking system to reduce cost to the airline and reduce workload on staff.
- Implemented new concept of practice to meet seasonal demand more effectively and efficiently. Created and changed the business approach on how we allocated inventory during peak booking season.

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**Aloha Airlines, Airport Station Manager**

Responsible for all station operations, budgeting, personnel, facility and equipment maintenance. Daily responsibilities included flight operations, cargo operations and contract services, adhering to State and Federal requirements.

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**Mid-Pacific Airlines, Station Manager/Cargo**

Responsible for managing cargo station operations, budget, facility and staffing. Managed a staff of 12 and an operating budget of \$250,000.

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**Bright Aviations, Operations Manager**

Responsible for managing and coordinating daily operations of a high volume airline contract service company, with the goal of expediting the turn around of wide-bodied aircraft. Managed staff of 6 supervisors and 45 employees with an operating budget of \$1.5 million. Ensured compliance with all State and Federal regulations; preparing contract and bid proposals; handled and resolved customer complaints; oversaw billing process; and prepared periodic administrative, financial, and technical reports.

**EDUCATION**

B.A., University of Hawaii at Manoa  
Diploma, Mid-Pacific Institute

**PROFESSIONAL TRAINING**

Programs completed:

- Total Quality Management
- American Management Association Training Program
- Ground Security Training
- Revenue Technology Services Revenue Management Classes
- Saber Revenue Management Training Program
- PRO's Revenue Management Workshop
- IATA Revenue Management Workshop
- CRM Customer Relations Management Workshop

**COMMUNITY SERVICE**

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| Board of Director Lanakila Pacific                 | Non-profit Organization serving Seniors and adults with disabilities (resigned 2015) |
| Board of Director PBS                              | Public television community Board  |
| Board of Directors Hawaii State Teachers Standards | State Board for teachers accreditation   |

**REFERENCES**

Available upon request