

BLAINE JAY MIYASATO



EXECUTIVE SUMMARY

Experienced leader with 39 years in the airline industry with a solid reputation for innovative and imaginative solutions; driving exceptional guest experiences, and operational excellence.

Proven, demonstrated ability to reduce costs while increasing engagement and productivity.

20+ years as a senior executive with increasing responsibility and corresponding results; leading employee initiatives that drive and nurture enthusiasm for common goals and values.

Career Highlights

- First Vice President of in-flight services at Hawaiian Airlines.
- First rank and file employee on executive team.
- Breadth of experience across multiple disciplines.
- Guided and led employee task team to achieve most on time U.S. airline status (from last place to first place), that provided a solid foundation and operational culture leading to 16 straight years as America's most on time airline.
- Successfully negotiated multiple labor contracts (AFA, IAM)
- Created award winning products and services including Hawaiian Airlines' historic entry into the Japan Hawai'i market.
- Introduced transformational guest facing experiences with measurable ROI in key metrics.
- Held lead roles in multiple corporate culture focused programs at Hawaiian Airlines; orchestrated the highly successful Hawai'i Starts Here reengineering initiative.
- Architect of the Mea Ho'okipa (I am host) service philosophy and corporate culture values that underpin the brand story of Hawaii's airline.

PROFESSIONAL HISTORY

10/2018 to Current **Managing Director – State and Local Government
Affairs, Corporate Communications
Hawaiian Airlines – Honolulu Hawai'i**

- Represents the interest of Hawaiian Airlines in all matters involving State, Local and County Government
- Develops and implements Hawaiian Airlines' Legislative Strategy
- Fosters and maintains relationships on behalf of Hawaiian Airlines at all levels of State, Local and County government across the airline system
- Represents Hawaiian Airlines on the national trade organization Airlines for America State and Local Affairs Committee
- Drives and executes strategy and related activities for business, civic, private sector and government interests
- Represents Hawaiian Airlines civic, community and political interests in Hawai'i, Washington, Oregon, California, Nevada, Arizona, Texas, New York, and Massachusetts
- Facilitates key legislation that promotes favorable business and operational interests
- Proactively forestalls harmful legislation by leveraging relationships and coalitions
- Parlays community engagement with meaningful legislative outreach
- Manages team of external consultants

01/2014 to 10/2018 **Public Policy Contract
Hawaiian Airlines – Honolulu, Hawai'i**

- Point of contact with the State of Hawai'i, Hawaiian Airlines management and Corporate Communications for airport modernization projects and related state legislative issues
- Supported airport modernization plans, process flows, operations support and airline engagement strategies for the 1.2-billion-dollar program
- Maintained community and political relationships to ensure success while optimizing Hawaiian Airlines interests with real time intelligence
- Actively represented Hawaiian Airlines as Co-Chair on the Airlines Committee of Hawai'i; a portfolio held for 10+ years with focus on DOT-A, consortium and overall airport operations
- Managed airport project activities and verified team members adhered to project's budget and business standards, scope of work and goals.

**06/2010 to 01/2014 Vice President - Product Development & Brand
Hawaiian Airlines – Honolulu, Hawai'i**

- Responsible for all guest-facing product development opportunities and initiatives
- Spearheaded the creation and development of the highly successful airport and onboard product for Hawaiian Airlines' entry into Japan
- Re-designed the North America airport and onboard product to deliver a world class, uniquely Hawaiian experience
- Maintained an agile, engaged organization with sustained revenue growth and cost containment by closely monitoring program results, fine tuning processes and adjusting strategies as needed
- Organized and cultivated the Hawaiian Airlines brand story including identifying the unique attributes, values and behaviors derived from the definition of the brand
- Delivered company successes through effective collaboration with corporate training, airport operations, in-flight services and the commercial team

**06/2005 to 06/2010 Vice President – Airport Customer Services
Hawaiian Airlines – Honolulu, Hawai'i**

- Provided effective leadership for Hawaiian Airlines airport operations teams systemwide (international and domestic stations)
- Negotiated numerous union and ground handling contracts across the Hawaiian Airlines system
- Increased efficiency by analyzing and leveraging opportunities for improved productivity across multiple operations disciplines
- Drove operational excellence with the use of employee task-teams to deliver industry leading performance in key metrics
- Designed and implemented *Hawai'i Starts Here*, a transformational employee engagement initiative

**02/2000 to 06/2005 Vice President – Customer Services
In-Flight and Airports
Hawaiian Airlines – Honolulu, Hawai'i**

- Provided leadership for 2,400 guest-facing employees; responsible for the day-to-day oversight of Flight Attendants and Airport Operations teams across the Hawaiian Airlines system
- Identified opportunities to forge partnerships between the work groups, driving collaboration, engagement and inclusion
- Developed and implemented initiatives for operational process improvement and related productivity gains
- Developed core competencies for each guest facing function and designed hiring and training protocols to match candidates with role
- Established performance goals for cross functional teams and provided measurements and rewards for reaching milestones
- Identified, recruited and developed leadership staff to ensure employee engagement, productivity and retention
- Negotiated multiple contracts with the ground staff union of International Association of Machinists (IAM)

**02/1999 to 02/2000 Vice President - In-Flight Services
Hawaiian Airlines – Honolulu, Hawai'i**

- Provided effective leadership and motivational support for 1,200 flight attendants
- Recruited, hired and managed new flight attendants during a period of significant growth for the airline
- Negotiated multiple contracts with the Association of Flight Attendants (AFA)
- Maintained oversight of product development initiatives with focus on the delivery of the proscribed in-flight experience
- Increased department engagement and productivity through effective collaboration with crew planning and scheduling resulting in a significant reduction in grievances
- Resolved issues and recommended actions based on production and compliance reports
- Responsible for all catering and in-flight ancillary revenue initiatives and operations
- Drove improvements in loss time and other productivity metrics

01/1998 to 02/1999 **Senior Director
In-Flight Services
Hawaiian Airlines – Honolulu, Hawai'i**

- Provided leadership and day to day management of the flight attendant team
- Revamped the catering operations and budget process to improve the quality of offerings and delivery in-flight
- Managed productivity and reliability programs for the flight attendant team
- Developed strategy and executed business plans for in-flight operations, training, development and the maintenance of these programs
- Revamped in-flight leadership to refocus efforts on employee support and to align processes with in- flight experience and delivery objectives

02/1996 to 01/1998 **Senior Manager - Product & Process
Improvement Hawaiian Airlines –
Honolulu, Hawai'i**

- Responsible for redesigning the in-flight guest experience
- Managed the transformation of the in-flight product to include aircraft cabin interiors, dining options, in-flight entertainment, in-flight magazine and uniforms
- Designed and implemented an employee focused program to *re-engineer* the company across all disciplines with financial, cultural and attitudinal changes that resulted in the highly successful transformation of the company

03/1993 to 02/1996 **Manager - Product Development
Hawaiian Airlines – Honolulu, Hawai'i**

- Responsible for product development initiatives for marketing, in-flight and airport services
- Conducted a comprehensive review of product sourcing and procurement across multiple divisions
- Evaluated suppliers to assess quality, timeliness of deliveries and supporting cost containment in supply chain process

06/1985 to 03/1993 **Flight Attendant**
Hawaiian Airlines – Honolulu, Hawai'i

- Maintained a high standard of service delivery and appearance to promote a sense of professionalism and customer confidence in Hawaiian Airlines
- Certified Safety Professional
- Brand Ambassador

BOARDS AND COMMITTEES

- HAWAII TOURISM AUTHORITY (UNCONFIRMED)
07.2023 – PRESENT – BOARD MEMBER
- HAWAII BUSINESS ROUNDTABLE
03.2019 – PRESENT – COMMITTEE MEMBER
- CHAMBER OF COMMERCE HAWAII
10.2018 – PRESENT – BOARD MEMBER
- AIRLINES COMMITTEE OF HAWAII
02.2009 – 12.2019 – CO-CHAIR

EDUCATION

High School Diploma
Portland Community College – Portland, Oregon