

ANTONELLO BONOLIS

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born in Milan, April 10, 1962, married, two children, Italian citizen

CURRICULUM VITAE

A successful COMMERCIAL & MARKETING DIRECTOR, with a proven track record in projects and strategic reviews to start-up, maximise sales, improve marketing effectiveness and drive revenue generation. International experience spans the following sectors: Airports, Airlines, Tour Operating and Leisure Services, in both B2B and B2C.

A creative manager, cultural aware, with the ability to evaluate and construct new brand propositions to reposition and achieve 'break-the-rules' market leadership.

Experienced negotiator of partnerships, JVs and acquisition of complementary business.

A dynamic team builder with excellent leadership skills and the vision to coach and motivate an organisation, utilising acknowledged insight. Capability to work under intense pressure within a competitive market place to add immediate value.

CAREER SUMMARY

- 2000 to date AEROPORTO DI BOLOGNA SPA
Airport Company
COMMERCIAL & MARKETING DIRECTOR
- also 2003 to date AIRPORTS & TRAVEL Srl
Travel and Service Network (held by Aeroporto di Bologna)
CHIEF EXECUTIVE OFFICER
- also 2002-2007 T.A.G. Srl
General Aviation Terminal Handling Company (held by Aeroporto di Bologna)
MEMBER OF THE BOARD OF DIRECTORS
- 1992-2000 AIR EUROPE SpA (Swissair Group)
Airline
MARKETING GENERAL MANAGER
- also 1999-2000 **QUALIFLYER GROUP - EUROPEAN COORDINATION TEAM MEMBER** for Product and Advertising.
- also 1998-1999 **PROJECT MANAGER** on Domestic scheduled network start-up: responsibility on Product, Branding, Advertising, One-to-one marketing and Customer care.
- also 1997-1998 **PROJECT LEADER** on launching a new brand scheduled product concept on existing charter flights.
- also 1995-1997 **COMMERCIAL MANAGER** of the B2B department.
- 1990-1992 ALPITOUR ITALIA SpA
Tour Operator
PRODUCT MANAGER, key product (Spain); previously: Long Haul destinations (North America & The Caribbean, Africa, Far East).

LANGUAGES

Italian: native
English: fluent
French: fluent
Spanish: good

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KEY ASSIGNMENTS AND ACHIEVEMENTS

AEROPORTO DI BOLOGNA: Traffic development. Marketing plan. Key accounting. Customer care.

Air traffic development

- new airlines and new scheduled connections
- frequencies optimisation
- improving incoming and outgoing charters
- cargo centre development

Traffic has improved, overcoming in 2008 4.225.000 passengers.

In IATA Summer season 2009, 90 destination points are regularly served from Bologna, (they were 53 in year 2000)

Long haul scheduled services have been introduced for the first time, and the airport became the 3rd cargo station in Italy.

Special Project “Ryanair”- July 2008: a 10 years contract with the European mayor low cost airline has been signed, to establish a strategic base in Bologna airport. Operations began in October 2008.

The agreement has been producing an outbreaking impact for the airport, which will grow by 45% in the next four years, as a consequence of basing 5 aircrafts in Bologna within year 2012. By then, the contract grants more than 2 Million additional passengers, on 17.000 flights per year, reaching more than 20 new points in Europe.

The massive impact of this grew will create more than 2.000 new jobs in the area.

Marketing plan

- surveys and studies
- business plan development
- revenue passengers and cargo budgeting
- group strategies
- alliances and partnerships

A dedicated team has been set up to analyze and constantly monitor the market. As a result, from 2001 and for the very first time, the whole airport catchment area has been deeply mapped.

Markets has been segmented: public authorities, companies, operators, key clients and customers has been profiled, and all effective new channels to market identified and targeted.

Key accounting: airlines, tour operators, cargo agents, brokers

- commercial partnerships
- airport handling services contracts management
- marketing support agreements
- sales promotions
- special joint projects

Cross marketing, co-marketing and co-advertising has been largely improved.

More than 50 agreement among joint ventures, partnerships has been signed with the most important companies, both Italian and international, inside and outside the air industry.

Some acquisition of complementary business has been activated (airport handling, ticketing, travel agency, air catering, ho.re.ca, promotion, management consultancy, air terminal management).

Customer satisfaction

The Airport is managed as an integrated system under international standards UNI EN ISO 9001 (Quality): operators and passengers judge the scale as one of the highest in Italy, in terms of quality (all parameters are above 94% of satisfaction – year 2007).

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AIRPORTS&TRAVEL : JV with the leading Travel Agents Network in Italy. Start-up operation, the first experience of a multiproduct last minute agency in an Italian airport.

P&L responsibility: break even in the first year of operation. Profits reached from year two (2004).

T.A.G. : Start-up operation: projecting, building and managing a dedicated terminal for General Aviation; in partnership with the most experienced private aviation terminal company.

The terminal began operations in June 2008.

AIR EUROPE : Market trends analysis; Positioning and monitoring competitors; Business planning; Product supervision; Advertising, Promotion and PR; One-to-one marketing.

From 1992 to 2000, the company turnover has increased from 44 to 284 million/€, yearly passengers from 350.000 to 1.250.000.

Born as a part of Airlines of Europe UK (it was the European leader group in the leisure market), in 1991, the Italian branch became the first airline in the intercontinental leisure market in Italy, after the bankruptcy of the British holding.

In 1994 the airline was already the Italian market leader in the long haul leisure market. In 1995 the market share reached was 81%.

In 1997, thanks to the leadership gained on some key-routes, the airline got the designation for operating scheduled flight, as "flag carrier" for Italy: the process to change from only B2B to also B2C company took place.

After the takeover of Swissair, a new domestic network started operating in 1999.

ALPITOUR ITALIA: Market analysis, Inclusive tours packages (product planning and development), Contracting (airlines, hotels, travel agencies, rent-a-cars), Pricing and Budgeting, Commercial brochure managing. Support on sales.

In 1990, after six months of work, 10 long haul destinations were launched. It was the first time for the company. The new products produced 18 million/€ in the first year.

In 1991, in charge of the leading product (Spain/ 24% of the company turn over). From 1991 to 1992 the leading product increased by 57%, in terms of billing.

EDUCATION

2009	The Univ.of Westminster, London	"Marketing & market research for air transport"
2008	ACI, Montreux	"Airline/Airport Business Relations"
2007	ASM, Manchester	"The Fundamentals of Route Development – Level II"
2006	SDA-Bocconi, Milan	"Future scenarios for European airline industry, a marketing-based perspective"
2005	ASM, Manchester	"The Fundamentals of Route Development – Level I"
1996	EURESAS, Toulouse	"Traffic forecast"
1995	The Univ.of Westminster, London	"Marketing & market research, the way forward for air transport"
1989	Università Cattolica, Milan	Business Administration degree / <i>thesis: "Marketing and Promotion in the Airline industry: an outline of the Italian market".</i>