

# NEW NORMAL SOLUTIONS

COMMERCIAL STRATEGY AND ADVISORY

AIRLINES | TRAVEL AND TOURISM





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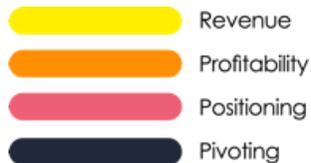
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# INTRODUCTION

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- Established in 2020
- Offices in Malta and South Africa with a strong and growing global presence and network
- In-depth expertise and a strong record in airlines and related sectors
- Familiar with issues relating to the socio-economic contribution of the aviation sector
- A team of committed experienced senior airline and leadership professionals
- Experience in planning, developing, and supporting airlines in implementing a resilient business strategy
- Extensive expertise – experience working with many major airlines





# REASONS TO SELECT **NEW NORMAL SOLUTIONS**

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# HOW WE CAN HELP

## IDENTIFY A PLAN FOR IMPLEMENTING A RESILIENT BUSINESS STRATEGY



### CREATION OF A RESILIENT BUSINESS STRATEGY RE-ENERGIZE THE ORGANIZATION—TO ACT RATHER THAN REACT

#### WHAT WE DO

Support in reenergizing and rebuilding the existing or start-up businesses and , outlining a path for sustainable growth including

#### WHAT WE OFFER

Services include amongst others:

- Developing growth strategies that deliver real results
- Developing a fit for purpose operating model
- Developing and retaining a competitive edge
- Initiatives to stabilize and to support immediate needs
- Re-imaging and unlocking value

#### WHO IS IT FOR

Business owners and companies in the aviation and travel and tourism industries with a regional and global reach including airlines, airports, travel and tourism companies, travel agents including DMC's



### LEADERSHIP DEVELOPMENT AND COACHING MAXIMISE VALUE IN YOUR CURRENT BUSINESS

#### WHAT WE DO

Assist executives and their teams to identify optimal behaviours, and reinforce new ways of working to drive more robust results

#### WHAT WE OFFER

Services include amongst others:

- Building team capabilities and skills for decision making, empowering and communication
- Support in achieving results that are tailor-made, practical, holistic, and lasting
- Personal coaching for developing behaviours essential for sustaining successful change
- Collaboration and synchronicity

#### WHO IS IT FOR

Top executives, business owners, managers and their teams



### BUSINESS MENTORING AND ADVISORY BUILDING RESILIENCE THROUGHOUT THE ORGANISATION

#### WHAT WE DO

Business mentoring and advisory  
Building resilience throughout the organisation

#### WHAT WE OFFER

Services include amongst others:

- Advisory and support to chairmen, board members and CEO's
- One to one mentoring
- Defining performance goals and individual goal setting
- Individual brand building programs

#### WHO IS IT FOR

C- Level executives, boards of companies, managers and their teams



# CAPABILITY AREAS



## Airline

Strategic, operational, restructuring, transformation and support for airlines and air transport businesses



## Travel & Tourism

Strategy, marketing advisory

### Corporate Strategy

- Business structure
- Business planning
- Strategy & value creation
- Refine implementation plans
- Governance
- Business performance, reengineering, transformation & improvement
- Mergers, acquisition & JV
- Project management
- Key performance indicators

### Commercial Strategy

- Revenue optimization
- Sales & distribution
- Alliances & partnership
- Marketing, branding & image building
- Building a Loyalty ecosystem

### People and Process

- Structure & systems
- Strategy & resource planning
- Recruitment & selection
- Training & development
- Coaching & mentoring
- Productivity improvements
- Performance management

### Finance Strategy

- Finance & capital structuring
- Financial modeling
- Debt restructuring
- Liquidity management
- Funding
- Financial reporting

### Customer Strategy

- Customer relationship management
- Customer segmentation
- Customer service design
- Customer support services

### Operations Strategy

- Operational systems
- Procurement
- Contract management
- Project management
- Information technology
- Resource Management



## **THE TEAM**

### **NEW NORMAL SOLUTIONS CEO :**

### **MANOJ PAPA**

A highly motivated and successful business expert and leader with many years of leadership experience in operating strong businesses.

With a strategic vision and a sustained record of achieving targets working in an industry that is susceptible to change, his years of global experience have nurtured a keen insight and an eye for delivering an immediate impact upon profitability, revenue growth, process efficiencies, and business repositioning.

The highlight and most fulfilling period of his career as the Chief Executive Officer of Air Seychelles, focusing on restoring the airline to profitability and developing a plan for long-term business sustainability, including repositioning the brand not only to internal stakeholders but to its customers. During his tenure, the airline achieved strong revenue growth and positioned itself as the Indian Ocean's leading airline.

His professional experience also includes as Interim Chief Commercial Officer at South African Airways overseeing the commercial team and involved in designing and developing the long-term turnaround strategy for the airline, Vice President Corporate Strategy at Etihad Airways.

Manoj most recent accomplishment was publishing his book "Cleared-for Take-off." The book describes how authentic leadership and forming real connections remain crucial in business, especially now, during a time of uncertainty. It touches on principles such as passion, belief in people, care, and most of all, taking time out to have fun. He holds these values close to his heart, and they form part of his ethos.



**FORMERLY CEO OF AIR SEYCHELLES AND  
INTERIM CCO OF SOUTH AFRICAN AIRWAYS  
AUTHOR OF THE BOOK – CLEARED FOR TAKE-OFF**

CEO New Normal Solutions – Malta

CEO Air Seychelles – Seychelles

Vice President Commercial Planning Alitalia – Italy

Vice President Corporate Strategy Etihad – Abu Dhabi

Interim CCO south African Airways – South Africa



# AVIATION AND LEADERSHIP EXPERT TEAM

WE BRING A TEAM OF EXPERIENCED SENIOR PROFESSIONALS WITH EXTENSIVE GLOBAL AIRLINE AND LEADERSHIP EXPERTISE

## RICKY THIRION

INVESTMENTS, FINANCIAL & DIGITAL TRANSFORMATIONS, GROUP TREASURY

Formerly Group Treasurer and Interim Group CFO at Etihad Airways

CEO Zenith Consulting – Dubai

Group Treasurer Etihad Airways

Interim CFO Etihad Airways

GROUP CFO – GROUP 42 (artificial intelligence and cloud consulting company) Abu Dhabi

Group Treasurer – South African Airways

## DESI BARKHUIZEN

REVENUE MANAGEMENT, PRICING, ALLIANCES & NETWORK, COMMERCIAL

Formerly Senior Vice President Revenue Management – airBerlin

Group Managing Director – Insureafrica Administrators Group – South Africa

Senior Vice President Revenue Management – Etihad Airways - Abu Dhabi

Head of Revenue Management & Pricing – South African Airways

## MOHSIN JASSAT

COMMERCIAL, DIGITAL MERCHANDISING, CONTENT ACCESS, SALES & DISTRIBUTION

Formerly Commercial Director Regional Sales - Africa – Travelport

Member of Executive Committee – Board of Airline Representatives of Southern Africa (BARSA)

Head of Department Sales – South African Airways

Regional Sales Manager Equity Aviation Services

## NADEEM ZIA

ACCOUNTING, FINANCIAL MANAGEMENT, BUSINESS PROCESS REENGINEERING & COST MANAGEMENT

Formerly Head of Operations – Finance Shared Services – Etihad Airways

CEO R&N Global Solutions - Pakistan

CFO – Cobalt Aero - Cyprus

Head of Operations – Etihad Airways - Abu Dhabi

Vice President Finance – Habib Bank Limited – Dubai

## ROBERT BIRCH

FREQUENT FLYER PROGRAM & LOYALTY SYSTEMS, PROGRAM DEVELOPMENT

Formerly Executive and Interim Head South African Airways frequent flyer program

Head of Finance frequent flyer program – South African Airways - South Africa

Finance Manager – Etihad Airways - Abu Dhabi



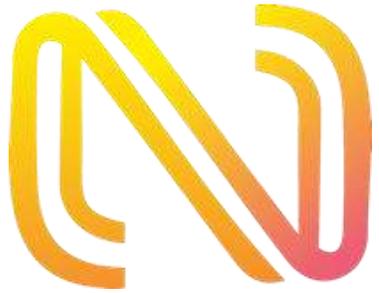
# STRUCTURED APPROACH TO CREATE TRUE VALUE





# HIGH LEVEL FRAMEWORK FOR DEFINING BUSINESS MODEL (STRATEGY) OPTIONS FOR AN AIRLINE





# NEW NORMAL SOLUTIONS

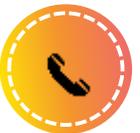
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