



**BRIAN K. HIRSHMAN**  
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## PROFESSIONAL HIGHLIGHTS

**AEROCONSULTING PARTNERS LLC**, Dallas, TX 2014 – Present  
Managing Director

Managing Partner of an Aerospace & Defense (A&D) consultancy providing advisory, consulting and executive development services to senior executives of world-class companies and private equity. Specializing in both the Airline and Maintenance, Repair & Overhaul (MRO) sectors of the Aviation and Aerospace industry. Engagements have included: Aerospace M&A including target identification, negotiations, due diligence and acquisition support. Strategy and operations process improvement, supply chain and cost reduction engagements. Executive Development for senior executives (VP and higher) including coaching and recruitment. Fleet Transactions including strategy, acquisitions, negotiations, contracting and technical acceptance of aircraft.

**SOUTHWEST AIRLINES COMPANY**, Dallas, TX 2010 – 2014

Senior Vice President, *Operations* 2013 – 2014

Responsible for Technical Operations, Ground Operations, Cargo & Charters and Network Operations Control (NOC). This department has over 19,000 employees in 90 stations and bases throughout North America, along with over 4000 daily flights and an annual operating budget of over \$3B. Responsible for all daily operating performance of the airline, including safe, on-time performance, system baggage performance and DOT customer complaints. Responsible for fleet acquisition and disposition, and serves as the primary OEM negotiator/liaison. Member of the Southwest Airlines Executive Committee (EC), a group of senior officers that set the strategic direction of the company. Leads a team of 7 officers, who in turn lead over 50 director level leaders.

Senior Vice President, *Technical Operations* 2010 – 2014

Responsible for all Maintenance & Engineering, Fleet and Technical Supply Chain activity for both Southwest Airlines and AirTran Airways. Fleet consists of 700 737 and 717 aircraft. This department includes over 3400 technical employees, 24 maintenance bases/stations, 4100 flights per day and an annual operating budget of \$1.5B. Responsible for fleet acquisition and disposition, and serves as the primary OEM negotiator/liaison. Member of the Southwest Airlines Executive Planning Committee (EPC), a group of senior officers that set the strategic direction of the company. Led the Single Operating Certificate (SOC) team responsible for integrating the Southwest and AirTran FAA Operating Certificates into a single certificate. Led the deal team that launched the 737 MAX aircraft.

**MACQUARIE CAPITAL (USA), INC.** Dallas, TX 2008 – 2010  
Managing Director and Group Head, *US Aviation and Aerospace Team*

Responsible for all principal investing and advisory activity within the US Aerospace sector for Macquarie. Led a team of 15 bankers and attorneys responsible for developing and managing a ~\$1B principal investment (Taurus Aerospace Group). Drove the financial expansion and operational integration of numerous “bolt-on’s” within Taurus. Developed a US Aerospace advisory business from the ground up, assembling a team of world-class Aerospace talent. Client coverage included major US Airlines, Aerospace and Defense companies.

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**OLIVER WYMAN CONSULTING, INC.** Dallas, TX 2004 - 2008  
Director and Senior Partner, *Aviation and Aerospace Practice*

Specializing in strategy and operations projects primarily in the Maintenance, Repair & Overhaul (MRO) sector of the Aviation and Aerospace industry. Led numerous global projects and have been directly involved in developing the firm's intellectual capital in this area. Serves as co-President of CAVOK, a recently acquired consultancy that specializes in the technical infrastructure and certification of airlines. Led several supply chain, cost reduction and operations improvement efforts for airlines, MROs and OEMs in North America, Latin America, Europe and the Middle East. *Note: Oliver Wyman Consulting was formerly Mercer Management Consulting.*

**ALASKA AIRLINES, INC.** Seattle, WA 2000 - 2004  
Staff Vice President, *Maintenance*

Responsible for over 1400 mechanics and support personnel, served as the principal maintenance executive and FAA Director of Maintenance (DOM) responsible for Alaska's fleet of 110 mainline aircraft. Directly responsible for transforming Alaska's maintenance organization to an industry model of regulatory compliance following a tragic accident. Implemented system-wide "best in class" processes and procedures, including one of the first major airlines to have an FAA certified maintenance self-reporting quality assurance program.

**NORTHWEST AIRLINES, INC.** Minneapolis, MN and New York, NY 1990-2000  
Senior Operations Manager, *Aircraft Maintenance Operations*

Responsible for over 500 mechanics performing Heavy Maintenance on Northwest's fleet of DC-10 aircraft, was directly responsible for improving maintenance cycle-time from >100 days to a steady-state 36 days on average. Was a member of the airline Maintenance Reliability Board responsible for improving aircraft reliability system-wide. In addition to heavy maintenance, held positions of increasing responsibility in Line Maintenance and Component Maintenance prior to this assignment.

### **EDUCATION**

**BARUCH COLLEGE, Zicklin School of Business** New York, NY  
Master of Business Administration, Operations Management, 1998

**EMBRY-RIDDLE AERONAUTICAL UNIVERSITY** Daytona Beach, FL  
Bachelor of Science, Aviation Technology, 1990

### **ORGANIZATIONS**

Former Director- Row 44 Inc. (a broadband inflight company)

### **LICENSES/CERTIFICATES**

FINRA Series 24, 7 and 63 Securities Licenses (inactive)  
FAA Airframe & Powerplant Mechanic Certificate  
FCC General Radio Telephone Operators License