



Joint Transportation Center Seminar and Icarus Society Event.....

## **“The Air Transport Industry: Structure, Economics, Operations: An overview of the Aviation Industry and its Key Players”**

**Topics to include: airline operations; airline economics and aftermarket services; and insights into landing a career in aviation!**

**Thursday– April 28, 2016– 5:15 pm**

Location: Northwestern University Transportation Center,  
Chambers Hall, 600 Foster, Evanston – Lower Level



### **Peter L. Smith**

**Former Project Director, Customer Value of Aviation Services, Marketing & Business Strategy, Boeing Commercial Airplanes**

**Peter L. Smith** had a 40-year professional career as an analyst in urban and regional transportation, telecommunications, and aviation before retiring from Boeing Commercial Airplanes in July of 2013.

Smith graduated from Harvard University with a BA in Social Relations (anthropology, sociology, economics) in 1971. His first professional jobs were in urban and regional transportation planning and operations, in upstate New York and New England. Wanting to improve his knowledge and credentials in transportation analysis, he entered Northwestern University's Master of Science in Transportation (MST) program, finishing his coursework in 1980.

His first position after graduating from the MST program was an 18-month assignment in the city of Lille, in the north of France. In Lille he performed ridership and economic analyses for the Metro de Lille, an interurban light rail transit system which was then under construction. After returning to the U.S. and working for AT&T Communications analyzing telecommunications markets, he joined the Boeing Company and shortly relocated to Seattle, Washington, where he has lived ever since. His first assignments at Boeing were strategic planning for a startup telecommunications business, then designing and implementing quality assurance practices for Boeing's internal IT processes, and managing IT development projects.

Moving to the Marketing organization in Boeing's Commercial Aviation Services division, Mr. Smith analyzed the economic value that airlines receive from services such as OEM-supplied spare parts, turnkey maintenance support, automated airplane diagnostic services, and airplane retrofits to enhance aerodynamic performance. Along the way, he developed a business plan for an executive airline mediation service, and earned an MBA at the University of Washington's Foster School of Business. His last, and he feels his most rewarding assignment, was to analyze markets and competition for the suite of information-based commercial services that Boeing provides to airlines.