

JOHN SWIFT - EXPERT WITNESS (AVIATION)



International aviation specialist, offering extensive operational expertise in the areas of air traffic management, including airspace, airport, airline and military operations. Over 30 years of practical experience, covering delivery, managerial, strategic and advisory roles backed up by professional licences, industry-specific practical, commercial and legal training, and a Chartered Director qualification. A highly effective and media trained communicator, skilled in translating complex technical and procedural models and methods of operations into understandable concepts for non-industry individuals and organisations.

CORE COMPETENCIES

▪ Aviation Operations ▪ Air Traffic Management ▪ Airports ▪ Airlines ▪ Military aviation ▪ Government policy ▪ Legislation and Regulatory Compliance ▪ Technical Training ▪ Rostering and Staff planning ▪ Operational Performance and KPIs ▪ Risk and Safety Management ▪ Incident Investigation ▪ Emerging technologies ▪ Airport and ANSP Privatisation ▪ Change and transformation ▪ Business Models and Strategic Alliances ▪ Drafting ATM procurement requirements ▪ Assessing industry responses ▪

CAREER HISTORY

Director & Principal Consultant, APUS
Oct 2016 - Present

- Strategy and transformation
- Bidding and procurement
- Expert witness and aviation insight

Sample assignments undertaken include:

- Expert witness on Air Traffic Management procedures in respect of aircraft accidents in Asia and Central America.
- Drafting ATM aspects of tender documentation for UK regional airport competing its air traffic services; assessing industry responses and identifying preferred bidder.
- Capability assessments of ATM organisations in Europe, Middle East and Africa; identification of improvement areas and development of improvement roadmaps.
- Supporting the post conflict development of air traffic services in Iraq, including the creation of a new ATM organisation and advice on operational issues.
- Analysis of ATM operational performance of international airport in South Korea to identify opportunities for enhancement as part of investment business case.
- Analysis of ATM operational performance in Thailand, and interactions between civilian and military authorities.

Director Middle East, NATS Services Ltd

Apr 2012 - Oct 2016

- Developing NATS' strategy in the Middle East while building effective key local airport, airline and ANSP relations.
- Supporting specialist teams in delivering aviation projects as well as transforming regional activities into a significant sustainable business.
- Board director and nominated manager of entities in Dubai and Muscat.
- Public face of business in the region through newspaper articles, social media and television interviews

Transport Solutions Director, NATS Services Ltd

Apr 2010 - Apr 2012

- Expanded £10M portfolio comprising consultancy, aviation data and defence product lines whilst delivering the UK Aeronautical Information Service (AIS).
- Steering board member of the joint venture while bidding for £1.4B MoD contract.

International Business Director, NATS Services Ltd

Sep 2008 - Mar 2010

- Designed and implemented an international growth strategy for the UK-focused air traffic service business.

**Managing Director, National Traffic Control Centre,
Serco**

May 2006 - Aug 2008

- Handled overall P&L and operational responsibilities of £10M turnover Private Finance Initiative project.
- Provided high-profile public facing services across 4,500 miles of England's motorway and trunk road network, including telephone, internet and national media distribution channels.

Director Aviation Strategy, Serco Group

Oct 2004 - Apr

2006

- Developed group-wide strategy for the aviation businesses in Europe, the US and the Middle East.
- Project director for European privatisation project as well as the interim Operations Director for the National Traffic Control Centre.

**Manager Air Traffic Control, Dubai International Airport,
Serco**

Jan 2003 - Sep

2004

- Managed overall responsibilities and safety accountabilities for air traffic control operations at Dubai International Airport and provided services to four other airports in the Northern Emirates.
- Advised and recommended relevant measures to the government of Dubai regarding the airport's business expansion, including senior management liaison with Emirates Airlines.

**Unit Standards Officer, Dubai International Airport,
Serco**

Nov 2001 -

Dec 2002

- Completion of operational performance analysis, risk assessments, and drafting of operational instructions, and development of competency schemes to ensure compliance
- Investigation of incidents, identification of causal factors and remedial actions.

EARLY CAREER

Air Traffic Controller (Dubai), Serco, Middle East

**Apr 2001 - Oct
2001**

Watch Manager (Aberdeen), NATS, Scotland

**Feb 1996 - Mar
2001**

Air Traffic Controller (Belfast), NATS, Northern Ireland

**Nov 1990 - Jan
1996**

EDUCATIONAL QUALIFICATIONS

Bond Solon Courtroom Skills	2020
Bond Solon Excellence in report writing	2020
Structured writing for bids	2017
Chartered Director	2016
Media Training	2010
Miller Heiman Large Account Management Process Training	2007
Diploma in Company Direction, Institute of Directors Programme	2006 - 2007

Managing Successful Programmes & Miller Heiman Strategic Selling Training	2005
Serco Leadership Programme	2003 - 2004
Air Traffic Controller's Licence - Aerodrome, Approach and Approach Radar Control Ratings	1988 - 1990

PROFESSIONAL MEMBERSHIP

- Fellow of the Institute of Directors

PERSONAL DETAILS

Date of Birth: 3rd Nov, 1969

Mother tongue: English

Location: Calonge, Province of Girona, Spain

Nationality: Irish/ British

Other languages: Castellano A2, French A1