

Grant E.B. Jeffery
Sydney, Australia
+61 447 060000
Grantjeffery_1@yahoo.com.au

PROFILE

16 Years experience as a global CEO, 25 years as senior Aerospace executive. Extensive global business and leadership experience in Public and Private companies.

Over 35 years' experience in Aerospace working on the customer and supply side internationally in Commercial aviation, General aviation and Defence industry.

Aerospace Engineer specialising in avionics, satellite communications and software development.

Experienced Board Member across multiple industries.

Employment History

CEO MD ONBOARD (www.mdonboard.com)

Aug 2023–

MD Onboard is a wholly owned company of Northwell Health. MD Onboard provides advanced medical advisory services to the aviation industry. Utilizing the latest communication technology MD Onboard provides video/audio capability to facilitate connection to a medical team. MD Onboard provides crew health advice, preflight medical screening and first aid training.

Director BGI Management Services (www.bgimgt.com)

Jul 2021 –

BGI provides management consulting services to global companies. Solutions include full business strategy, operational management, logistics and supply chain. BGI

Chairman Brighter Life Group

Mar 2021–

BLG is a dental corporation providing general and specialist dentistry services throughout Eastern Australia

International SOS Group (MedAire Inc)

2008–2020

International SOS (<http://www.internationalsos.com>) provides corporate services including:

Aviation and Maritime division providing telehealth, training and equipment services to commercial crews, and passengers worldwide.

MedAire is a wholly owned division of International SOS. MedAire is the world's leading provider of inflight medical support to Commercial Airlines, Corporate Aviation and Maritime industries globally. MedAire operates via global telecommunication capability that enables aircraft / vessels to connect to ER doctors and receive lifesaving advice, co-ordinate with ground operations to determine diversion options and deploy emergency services.

MedAire provides training and equipment services to ensure aircraft and crew are prepared to respond to emergencies during operations.

President MedAire

Jul 2014– Jul 2020

(New York)

- Delivered continual double digit EBITDA Growth
- Maintain OEM relationships with Aircraft Manufacturers including Boeing, Textron, Gulfstream, and Bombardier
- Drive the overall commercial strategy to ensure evolution of services in line with the market
- Innovate through technology to deliver improved customer experience including applications and digital learning solutions
- Drive double digit growth across all segments through effective sales management
- Complete M&A deals to enable market entry into Brazil, Germany, France and MEA.
- Vertically integrate services by establishing global service center for operators to service equipment
- Implement partnerships with 3rd parties including Philipps, Satcom Direct, Jet Aviation, Flight Safety to ensure market differentiation

CEO

Apr 2011 – Jun 2014

LE West International and MedAire

(Singapore / USA)

- Established a pharmaceutical and safety equipment distribution business through 7 acquisitions in UK, Europe, Asia, Australia and Brazil. Completed the integration into a global business merging with the existing USA business
- Generating EBITDA of 15% this has delivered immediate synergy to Group performance and with enormous growth potential. Annual turnover exceeding **120m** achieved in 3 years and **>10%** annual growth.
- Provides Medical equipment and consumables to the Aviation and Maritime markets globally.

**CEO
MedAire**

**Jul 2008 – Jun 2014
(Singapore / USA)**

- A public company, completed a takeover and moved the company into a private company
- Reporting to the Board of Directors, this role was responsible for delivering shareholder value through the development and the execution management of successful business strategies, business development and operational change management.
- Transformed organization, sales strategy and product definition to achieve double digit top line growth in sales on a sustained basis – entering new markets including MEA, APAC and diversifying segmentation
- Delivered multiple M&A transactions to improve growth trajectory in key market segments
- Revenue tripled in 6 years, EBITDA exceeding over 15% return on sales.

Panasonic – Panasonic Avionics Corporation

**2001–2008
(California)**

Panasonic Avionics Corporation delivers Inflight Entertainment (IFE) Systems to the commercial airlines and is the world leader. The company has over 2200 employees, annual sales of >\$1.5B and is a subsidiary of Japan based MEI which has a combined annual revenue of >\$80B US.

Panasonic provides a full engineering development and manufacturing business to the global aviation industry. This includes line fit and retrofit production with turnkey project management.

The IFE systems are state of the art technology delivering multimedia experiences combined with leading aesthetic design to differentiate the airlines brand in all classes.

A global network of over 30 line maintenance facilities, 6 Repair stations and field engineer group.

**Senior Vice President Global Operations
Reporting to the CEO**

**Aug 2006 – Jun 2008
(California)**

- Panasonic grew from 900m to > 1.5B USD. Drove record growth > 20% top and bottom line through successful new product launches and effective sales strategy.
- Launched new product line with unprecedented >5BN order backlog
- Developed and implemented the global sales strategy and marketing campaign
- Captured 100% of premium carrier market share in 3 years for new orders
- Responsible for sales, marketing, manufacturing, project management and customer service globally.
- Managed a \$600m procurement service, contract manufacturing and direct manufacturing of avionics, cabinetry and wiring
- Managed the global repair and maintenance business to ensure effective customer service and product support.
- Managed the media service team to ensure media (movie/games) updates monthly and ongoing development releases
- On time delivery exceeded 95% in product and 99.5% in Quality being best in class.
- Managed the Airbus and Boeing relationships and associated supplier rating to ensure preferred status
- Drove customer engagement to ensure effective ongoing growth.

**Senior Vice President Corporate Strategy and Oceania
Reporting to the CEO**

**Aug 2005 – Aug 2006
(California)**

- Responsible for establishing the corporate sales strategy, achieving win/loss targets and driving business development and product development activities. Annual sales awards > USD\$1000M.
- Established regional office, repair centre and line maintenance stations in Australia and Pacific
- Developed strategic accounts with Qantas and Air NZ, Virgin, EK, AA, SQ, UAL, DL and others to differentiate service delivery.

**Vice President Sales and Marketing, Oceania,
Reporting to the CEO**

**Mar 2003 – Aug 2005
(Sydney, Australia)**

- Led an Australian/Pacific organization, responsible for sales, marketing, business development and post-sales support. Successfully booked >\$500m USD sales across the region including marquee wins with Qantas, Virgin, Air NZ.

**General Manager Operations,
Reporting to the Senior VP Marketing and Operations**

**Dec 2001 – Mar 2003
(Seattle / California)**

Lead operations group responsible for product and service delivery of highly customised inflight entertainment systems to the international airline community. Managed a team of over 250 staff delivering customer service and program delivery for the global business of \$1B revenue.

Tenzing Communications Inc
Vice President Sales and Programs

May 2000 – Dec 2001
(Seattle, WA, USA)

Established and lead a department responsible for cross functional delivery of internet products and services to major airlines and internet service providers in the Asia Pacific and Middle East Regions. This included products, service, training and post service support.

- Successfully captured SIA, ANA, BA and EK as lead trial clients.
- Developed and implemented systems for clients in support of the trials
- Successfully delivered the first global inflight email on CX in 2001

Management Consultant – American Airlines, British Airways, Rockwell

Jan 1998 – May 2000
California / Sydney

Working as an Engineering Management consultant providing project risk assessment and ongoing product development strategy to improve on time delivery, quality of performance and reliability of systems
Developed a patented methodology for measuring and reporting system performance for Rockwell
Improve system performance for the TES global system from 91% to > 98.5% in 9 months through effective fault isolation, improved iterative (now known as Agile) development and introduced automated testing

Qantas Airlines
Project Engineer (PE Level 3)

Jan 1997 – Jan 1998

Reporting to the head of Qantas Projects responsible for the engineering management of delivering a new Inflight Entertainment System into the Qantas long haul fleet (744 / A330). Deployed to London and California for 12 months to conduct a joint market study with British Airways staff, prepare a tender, assess negotiate and award the vendors. Successfully delivered aircraft into service for line-fit 777 (BA) and contract initiation with vendor.

Department of Defense –
Royal Australian Air Force

Jan 1987 – Jan 1997

Graduating from the Academy in 1989 and performed a number of leadership roles crossing numerous functional disciplines and involving varying sized organizations.

- Managed Flight Line maintenance for C130 Aircraft, a team of > 125 multi-disciplined technicians delivering 24/7 services and maintaining a minimum level of service readiness
- Appointed as Project Manager and posted to LA to deliver a rapid modification of C130 aircraft with electronic warfare systems in support of deployment to the Middle East/ Africa. This involved working with the USAF, USN and US Army through a Foreign Military contract over 6 months
- Appointed as Engineering Product Manager to drive implementation of integrated INS/GPS into the ADF fleets. This included the industry engagement, identification of preferred bidder (Rockwell – integrator) and ongoing project management, design auditing and financial administration

EDUCATION

2007 – IMD (Lausanne, Switzerland)

Executive Management

2007 – Panasonic Management Training Centre (Osaka Japan)

Panasonic Executive Leadership Course

1995 – Deakin University, Victoria

Graduate Diploma (Technology Management)

1990 – University of NSW

Bachelor Electrical and Electronics Engineering

US Patent – Performance Measurement

US Patent Pending – Business Continuity Planning
