

ACI Global Training Instructor Biography



Joanne PATERNOSTER

Courses: *Developing a Customer Service Culture at Airports,
Implementing Branded Customer Programmes at Airports,
Terminal Operations, Terminal Management*

Joanne Paternoster's career has afforded her the opportunity to serve in both line and staff functions in the Aviation industry. She is recognized for her organizational and management experience as well as her customer experience management.

Before launching a successful career as a management consultant and customer experience management coach with her own firm - Butterfly Consulting, in 2004, Joanne served as director of Customer Services and Standards for the Port Authority of New York and New Jersey which owns and operates John F. Kennedy International, Newark Liberty International, Atlantic City International, Stewart International, Teterboro, and LaGuardia Airports. She was responsible for spearheading the development and implementation of the Port Authority's Airport Customer Service Improvement Program, the foundation of which is still utilized there today, and developing the first Airport Customer Service Manual that has been used as a benchmark by airports around the world.

Today as CEO of Butterfly Consulting, Joanne serves as a consultant, coach, and trainer to airports world-wide. She also assists airports develop and implement a strategic approach to customer experience management, building an airport-wide brand, establishing service standards, customer service training, performance management and communications programs working in collaboration with the airport community and leading to improved customer satisfaction, loyalty and increase non-aeronautical revenues. Joanne also develops and facilitates Customer Experience Management courses for ACI-World Global Training

Joanne also conducts consultancy work with Los Angeles World Airports (LAWA) and the Port of Seattle as they each design and implement a strategic, airport-wide Guest Experience Initiative and build a service excellence brand airport brand for Los Angeles International Airport (LAX) and Seattle-Tacoma International Airport (Sea-Tac) respectively. She is also a member of the Board of Advisors providing advisory services to flightSpeak, an airport marketing intelligence suite that helps connect airports with travellers; and was Principal Investigator on the team that developed Airport Cooperative Research Project (ACRP) Report 157 "Improving the Airport Customer Experience" for the Transportation Research Board see:

<http://www.trb.org/main/blurbs/174127.aspx>



Some of Joanne's other airport clients include Airports Company South Africa (ACSA), which operates 9 airports in South Africa, Brazil, and Mumbai; Metropolitan Airports Commission (MAC), which operates MSP International Airport; the San Antonio Aviation Department; Oakland International Airport; GAIA Inc. which operates Grantley Adams International Airport in Barbados; Grupo Aeroportuario del Pacifico, (GAP) which operates 12 airports in the Pacific region of Mexico including Guadalajara, Tijuana, Puerto Vallarta, and Los Cabos International Airports.