

## **Dr. Keith Mason**

### **Areas of expertise**

Management, Marketing, Sales and Client Relationships, Aviation: Management, Operation and Environment

### **Current Activities**

Keith Mason has spent more than 20 years' experience in developing and undertaking research for airlines, airports, governments, civil aviation directorates, and air transport industry organizations. He lectures in air transport economics, airline business models and airline marketing to graduate students.

He is a Fellow of the Royal Aeronautical Society, a member of the Executive Committee of the Air Transport Research Society, the Editorial Consultant of Ashgate Book's Aviation Series, and is on the Editorial Boards of the Journal of Air Transport Management, Transportation Studies and the Journal of Air Transport Studies.

### **Background**

Keith Mason completed his Bachelor's degree in Business and Marketing in 1990. In 1995, he completed his PhD on the marketing of short haul business travel services which he did in association with Air UK. He joined Cranfield University in 1998. His research focuses on the business travel market, and in understanding the elements of an airline's business model that leads to success.

### **Clients**

Dedicated short course clients include:

- Singapore Airlines
- Turkish Airlines
- British Airways
- Birmingham Airport
- Airbus
- European Consortium on Advanced Training in Aerospace
- Singapore Aviation Academy.

Research and consultancy clients include

- EPSRC
- European Commission
- Embraer
- Amadeus
- Omega Partnership
- Association of Corporate Travel Executives
- PwC
- Nyra Capital
- UK CAA
- Malaysian Airports Berhad
- Hochtief.