



STATEMENT OF CAPABILITIES

GROUND UP CONSULTING

Executive Capabilities Statement

Building Aviation Success from the Ground Up

Ground Up Consulting is an executive aviation advisory firm specializing in operational excellence, strategic growth, executive mobility, due diligence, and aviation expert witness services. Led by Founder and Principal Consultant David Perlitz, the firm provides practical, results-driven guidance to airlines, airports, aviation service providers, transportation companies, investors, law firms, and private equity organizations.

With more than **44 years of executive aviation leadership**, Ground Up Consulting offers clients something few consulting firms can provide: advice grounded in firsthand experience leading complex aviation organizations through growth, transformation, startup operations, and operational challenges.

Core Capabilities

Executive Advisory Services

Providing senior-level strategic guidance to executive leadership teams, boards of directors, investors, and ownership groups.

- Executive Leadership Advisory
 - Organizational Assessments
 - Interim Executive Leadership
 - Business Strategy
 - Executive Mobility Consulting
 - Operational Performance Improvement
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Airline & Airport Operations

Helping organizations improve operational performance while enhancing safety, efficiency, customer experience, and financial results.

- Airport Operations
- Ground Handling
- Station Startups

- Operational Readiness
 - Safety & Regulatory Compliance
 - Vendor Management
 - Operational Audits
 - Standard Operating Procedures
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Strategic Growth & Business Development

Supporting organizations pursuing expansion, restructuring, or new business opportunities.

- Airline Startup Consulting
 - Charter Business Development
 - Commercial Strategy
 - Route & Market Development
 - Airport Negotiations
 - RFP/RFQ Development
 - Technology Evaluation
 - Business Process Improvement
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Due Diligence & Investor Advisory

Independent operational assessments supporting mergers, acquisitions, investment decisions, and organizational evaluations.

Services include:

- Operational Due Diligence
- Organizational Reviews
- Management Assessments
- Infrastructure Evaluations
- Operational Risk Analysis
- Scalability Reviews
- Executive Briefings

Aviation Expert Witness Services

Independent expert analysis and testimony involving airline operations, airport operations, accessibility practices, customer service, operational standards, safety, and accepted industry practices.

Services include:

- Expert Reports
- Case Analysis
- Depositions
- Trial Testimony
- Standards of Care Analysis
- Operational Best Practices

Industries Served

- Commercial Airlines
 - Charter Airlines
 - Airports
 - Airport Authorities
 - Ground Handling Companies
 - Fixed Base Operators (FBOs)
 - Corporate Flight Departments
 - Executive Aviation Providers
 - Private Equity Firms
 - Investment Groups
 - Law Firms
 - Government Agencies
 - Transportation Companies
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What Sets Ground Up Consulting Apart

Ground Up Consulting delivers practical solutions shaped by decades of executive leadership rather than academic theory.

David Perlitz has successfully:

- Led airline startup initiatives
- Built and expanded airport operations
- Developed multimillion-dollar charter programs
- Negotiated airport operating agreements
- Directed customer experience transformation
- Managed union and non-union workforces
- Developed safety, operational, and training programs
- Authored operating manuals and SOPs
- Led organizational change initiatives
- Served as an aviation expert witness

This breadth of experience allows clients to benefit from proven leadership, objective advice, and actionable recommendations that improve operational performance while reducing organizational risk.

Why Clients Choose Ground Up Consulting

Organizations partner with Ground Up Consulting because they need more than recommendations. They need experienced leadership.

Clients value:

- 44 years of executive aviation experience
- Strategic and operational expertise
- Independent, objective analysis
- Practical implementation strategies
- Deep understanding of airline operations
- Executive-level communication
- Trusted advisor relationships

- Proven leadership during organizational change
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Founder

David Perlitz

Founder & Principal Consultant

David Perlitz has dedicated more than four decades to helping aviation organizations improve performance, strengthen leadership, manage operational risk, and achieve sustainable growth. His executive leadership experience spans commercial airlines, airport operations, ground handling, charter aviation, executive mobility, customer experience, safety, business development, and organizational transformation.

Today, through Ground Up Consulting, David serves as a trusted advisor to executive leadership teams, investors, law firms, and aviation organizations seeking practical solutions backed by real-world experience.

Contact

Ground Up Consulting

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"Experience. Strategy. Execution."