



GroundUp[®]
Consulting

EXECUTIVE PROFILE

DAVID A. PERLITZ

FOUNDER & PRINCIPLE CONSULTANT

David Perlitz

Founder & Principal Consultant

Ground Up Consulting

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Building Aviation Success from the Ground Up

For more than four decades, David Perlitz has helped airlines, airports, aviation service providers, and transportation organizations solve complex operational challenges, build sustainable growth strategies, and strengthen executive leadership. As Founder and Principal Consultant of Ground Up Consulting, he brings the rare combination of executive vision and frontline operational experience, offering clients practical solutions grounded in real-world leadership rather than theory.

With 44 years of aviation and transportation leadership, David has guided organizations through startup launches, operational transformations, commercial growth initiatives, airport development, executive mobility programs, regulatory compliance, and organizational restructuring. His experience spans virtually every facet of airline operations, from the airport ramp to the boardroom, making him a trusted advisor to executives, investors, attorneys, and boards of directors.

Executive Leadership

David's executive career includes senior leadership positions with scheduled and supplemental airlines, airport service providers, and aviation support organizations. Throughout his career he has successfully led:

- Airline startups and operational launches
- Commercial and charter business development
- Airport operations and station development
- Ground handling and vendor management
- Customer experience transformation
- Safety management and regulatory compliance

- Labor relations in both union and non-union environments
- Executive mobility strategy
- Operational turnarounds
- Organizational restructuring
- Technology implementations
- Executive team development

His leadership philosophy is built upon one principle:

Operational excellence is achieved when strategy, people, safety, and customer experience work together.

Trusted Advisor to Industry Leaders

Ground Up Consulting partners with organizations during periods of growth, transition, investment, or operational change.

Clients engage David to provide objective executive guidance in areas including:

- Executive Advisory Services
- Airline Startup Strategy
- Airport Operations
- Executive Mobility
- Due Diligence
- Operational Assessments
- Organizational Design
- Charter Business Development
- Customer Experience
- Safety & Compliance
- Business Transformation
- Strategic Planning

David has worked alongside executive leadership teams responsible for managing hundreds of employees, complex airport infrastructures, multimillion-dollar operating budgets, and relationships with airports, regulators, vendors, and government agencies.

Advisor to Investors & Private Equity

Investment decisions within aviation require more than financial analysis. They require experienced operational judgment.

David advises investors, lenders, and private equity firms evaluating:

- Airline acquisitions
- Airport service companies
- Ground handling organizations
- Charter operators
- Executive aviation opportunities
- Operational risk
- Management capability
- Scalability
- Infrastructure requirements
- Organizational readiness

His recommendations combine strategic analysis with decades of practical operational leadership, helping clients identify both opportunities and hidden risks before capital is committed.

Aviation Expert Witness

David is retained as an expert witness in matters involving airline operations, airport procedures, customer service, accessibility practices, safety, and accepted industry standards.

His expert opinions are informed by more than four decades of executive aviation leadership and supported by practical operational experience, applicable regulations, and recognized industry best practices.

His work includes:

- Case review
- Expert reports
- Depositions
- Trial testimony
- Operational standards analysis
- Accessibility and customer service evaluations
- Airline and airport operations

Operational Experience That Cannot Be Taught

David's experience extends beyond executive leadership.

He has personally developed:

- Airline operating manuals
- Standard operating procedures
- Safety programs
- Employee handbooks
- Leadership development programs
- Training curricula
- Operational scorecards
- Requests for Proposal (RFP) responses
- Airport startup plans
- Business continuity strategies

Having worked from frontline operations to executive leadership, he understands how strategic decisions impact operational execution, employee engagement, customer satisfaction, and financial performance.

Selected Areas of Expertise

Executive Advisory

- Executive Leadership Coaching
- Board Advisory
- Organizational Strategy
- Interim Executive Support

Operations

- Airport Operations
- Ground Handling
- Charter Operations
- Executive Mobility
- Safety & Compliance

Business Growth

- Airline Startups
- Commercial Strategy
- Due Diligence
- Process Improvement
- Operational Transformation

Litigation Support

- Expert Witness Services
 - Operational Standards
 - Accessibility Practices
 - Regulatory Analysis
 - Aviation Best Practices
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Leadership Philosophy

"Experience creates perspective. Perspective drives better decisions."

David believes organizations perform at their highest level when leaders combine strategic thinking with operational discipline, invest in their people, embrace accountability, and never lose sight of the customer experience. His approach is collaborative, objective, and results-driven, focused on delivering practical solutions that strengthen organizations for the long term.

Contact

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