



Behind The T&G & Boyd Group International
Mike & Marian Boyd



The Touch & Go™ has generated a strong following, and it is much appreciated. The reason is that the principals of Boyd Group International have established the company as a unique leader in aviation consulting. No sugar coating. No concern for political correctness. So, here's some background.

Back in 1984, after working in positions across the airline business, Mike and Marian Boyd felt it was time to apply their years of experience to have an impact on the industry.

The career path in the airline business was really exciting. Can honestly say, "been there, done that," in positions all the way across the airline business. Rising right out of Michigan State Mike started as a ramp agent for American at LaGuardia, and went on to a range of positions at AA and other airlines. He gained insight working as a labor relations analyst, and operational expertise as operations manager Braniff, to developing international markets, to being vice president a two carriers (and a lot more in between.)

Marian's extensive experience – from administrative assistant to Regional Director at Braniff International was one of the first clear examples of a woman taking her place in upper management at a major airline based on clear measurable achievements.

They both agreed that they could be contributing a lot more – and having a lot more fun – taking their own path. Delivering what was missing in aviation consulting and research.

Like, candor. Like, questioning the consensus. Like, telling things not just like they are, but what they will be. In short, the fresh air of fresh thinking was discouraged. They wanted to fill that void.

So, Mike and Marian founded what is today Boyd Group International. Their choice of venue was indicative of their world view. Instead of consultant-invested vapor holes like New York

and Washington, they set up shop in a small town in the Rocky Mountains west of Denver. Even then, they knew that *electronic proximity* was the future, and that integrity, research, and cutting-edge expertise would trump any benefits of an office on Connecticut Avenue.

And, it has. The work of Boyd Group International and the impact on aviation thinking has set the firm up as the go-to company in futurist consulting. Its studies, research data and commentary are today recognized in the industry and are the reasons clients from international airlines to small communities seek BGI input and counsel. (It's probably a reason you're reading the T&G, too.)

The International Aviation Forecast Summit, organized and directed by Marian, was for 25 years the most respected event of its kind. Because it was one of a kind. No droning death-by-powerpoint presentations, but instead incisive, no holds-barred discussions with aviation leaders.

Sure, Mike sometimes generates controversy and sometimes strong push-back. But the truth is that if nobody's shooting at you, it's clear proof you're not in the fight.

After over 40 years, we're just getting started challenging the status quo. The Touch & Go™ is just one of the venues where we have thought impact on aviation. We appreciate your reading it and we appreciate any input.

And, naturally, should you be seeking aviation planning and research expertise, Boyd Group is ready. Join us for some fresh thinking!