



IdeaWorks is a consulting organization building revenue through innovation in product, partnership and marketing, and building profits through financial improvement and restructuring. Our international client list includes the hotel, airline, marine, railroad, and consumer products sectors.

Enhancing Profits, Products and Partnerships

ANCILLARY REVENUE ACTIVITY

A La Carte Features • Commission-Based Products • Frequent Flier Activities • Onboard Marketing and Promotion • Employee Buy-In and Training • Revenue Analysis • Ancillary Revenue Guide by IdeaWorks

LOYALTY MARKETING AND FREQUENT FLIER PROGRAMS

Financial Modeling • Customer and Member Projections • Accrual and Reward Design • Business Plan Development • Operating Manual and Training • Partner Selection and Negotiation • Partner Marketing • Mileage and Point Valuation • Loyalty Program Spinoffs

CORE MARKETING ACTIVITIES

Brand Development • Sales & Distribution • Interactive Marketing • Advertising and Promotion • Customer Research

FINANCIAL IMPROVEMENT

Cost Reduction Programs • Business Restructuring • Capital and Long Term Lease Renegotiation • Enhancing Stakeholder Support and Communication

EDITORIAL AND COMMUNICATION ENHANCEMENT

Web Site Content • Newsletter Design and Development • Research • Copywriting • Editing and Proofreading

Our clients:

AirAsia X

AirTran Airways

ATA Airlines

British Airways

Esprit Airways

Flybaboo Airlines

Flybe Airlines

Frontier Airlines

LAN Airlines

Malev Hungarian Airlines

TransBrasil Airlines

Virgin America

Vueling Airlines

Amtrak Intercity

Baymont Inns and Suites

Forever Resorts

Fosshotel of Iceland

Hawaii Superferry

Kalahari Resorts

Lake Michigan Carferry

Marcus Hotels and Resorts

Marcus Theatres

Alterra Coffee Roasters

A.T. Kearney

EzRez Software

Kwik Trip Petroleum

Lacek Group - OgilvyOne

Ogilvy One Worldwide

Radixx International

Visa

The IdeaWorks Difference

TOP STAFF DEDICATED TO YOUR PROJECT

The experienced consulting staff described is the consulting staff you get. IdeaWorks doesn't make presentations with senior staff and then switch to inexperienced staff to do the work. The entire IdeaWorks consulting team is seasoned and available to you.

ANCILLARY REVENUE LEADERS

This movement began in Europe and that's where the bulk of our learning and consulting has occurred. Jay Sorensen is recognized as a leading expert, speaker and writer on all three components of ancillary revenue: a la carte features, commission-based services, and frequent flier programs.

IT ALL BEGINS WITH RESEARCH

IdeaWorks has an unparalleled research tradition. Please browse the free online library of more than 35 reports on topics related to ancillary revenue, loyalty marketing, and product development. Research, benchmarking, and analysis sharpen the skills and industry awareness of the consultants assigned to your project.

QUALITY AND IMAGINATION ARE THE KEYS

Technical excellence and imaginative solutions are our core strengths. Our people are not only experts in their fields, they are free thinkers who take pride in generating new approaches to business within their areas of expertise.

GREAT VALUE, MODEST FEES

Consultants are hired to improve revenues. But it's also nice when a consulting company offers value-based pricing. Our terms are on your terms; per project and retainer-based agreements are available.

The IdeaWorks Team

Jay Sorensen

PRESIDENT – PRODUCT, PARTNERSHIP AND MARKETING PRACTICE

Jay Sorensen is a veteran management professional with 26 years experience in product, partnership and marketing development. He founded IdeaWorks in 1996, and has provided consulting services to clients in North America, South America, Europe, and the Middle East. His earlier career included 13 years at Midwest Airlines, where he was responsible for marketing, sales, customer service, product development, operations, planning, financial analysis and budgeting.

Jay speaks at leading travel conferences such as the Low Cost Airlines Congress, Frequent Flier Program Conference (FFP), and the Ancillary Revenue Conference (ARAC). He is the author of the IdeaWorks Guide to Ancillary Revenue, which has been purchased by aviation professionals all over the world. He plans to visit every major US national park with his kids; his favorite is Glacier National Park in Montana.

Bob Bahlman

MANAGING DIRECTOR – FINANCIAL CONSULTING

Bob Bahlman is a senior executive with 24 years experience in treasury, business analysis, tax function, general and revenue accounting, SEC reporting, internal audit, investor relations, fuel procurement, risk management, information technology and properties and facilities management. Most recently, he was the Senior Vice President and Chief Financial Officer for Midwest Air Group. He helped the carrier grow into a \$400 million publicly traded airline group serving more than 50 US cities. He enjoys baseball at all levels and has participated in the Milwaukee Brewers fantasy baseball camp the last two years where he has incurred numerous injuries.

The IdeaWorks Team, continued

Michael Smith Consulting Affiliate – Europe

CRDIT CARD, LOYALTY PARTNERS & TRAVEL INSURANCE

Michael Smith applies over 20 years of marketing and financial experience to projects such as co-branded credit cards, ancillary revenue opportunities, and frequent flier programs for airlines, car hire companies, hotel chains, and travel insurers. Michael is a leading expert on the partner agreements associated with frequent flier programs and the online sale of travel insurance.

Previously, Michael was responsible for managing the extensive portfolio of travel partners for the Executive Club program of British Airways; this included the co-branded credit card relationship with American Express. He helped establish agreements with major travel brands such as Avis, GE Travel Insurance, Marriott Hotels & Resorts, and Starwood Hotels & Resorts. Michael is currently working on his doctorate degree and aims to have all three of his degrees from Strathclyde University.

Andrea Spiegel Consulting Affiliate

BRAND DEVELOPMENT, AIRLINE DISTRIBUTION & INTERACTIVE MARKETING

Andrea Spiegel has been a marketing executive for preeminent travel brands such as JetBlue, Virgin Atlantic, Cunard Line, and Avis Rent a Car. Most recently, she was JetBlue's Vice President, Sales & Marketing, responsible for branding, product development, sales and distribution, advertising, promotions, interactive marketing, research, and partnership programs.

Previously, Andrea founded and operated a marketing firm whose client base included American Express, Cunard Line, Virgin Atlantic and the pre-start-up activity of Virgin America. Before starting her firm, she was Vice President of Marketing for Cunard and the Director of Marketing for Virgin Atlantic in North America. An avid traveler and urban-living lover, Andrea has lived in New York, London and Paris, and is now exploring her newest home city, Chicago.

Eric Lucas

WRITER AND EDITORIAL CONSULTANT

Eric Lucas is an international travel and business writer and editor whose work appears in the Los Angeles Times, Michelin travel guides, MSN.com, Westways Magazine and numerous other publications. Founding editor of Midwest Airlines Magazine, he is the author of five books, including the 2009 Michelin British Columbia Green Guide. Eric has followed and written about the travel industry for more than 20 years. He lives in Seattle's Ballard neighborhood, where he grows and sells organic garlic.

Amy Thomas

VISUAL DESIGN CONSULTANT

Amy Thomas is a freelance artist and graphic designer with 20 years of experience. She was an art director at the Milwaukee Business Journal and more recently a designer at KSK Design Inc. Her clients have included the Wisconsin Athletic Club, Radisson Hotel-Milwaukee West, Lamers Tour and Travel, the Medical College of Wisconsin, Door County Publishing and the Greater Milwaukee Convention and Visitors Bureau. Every summer she attends a week-long paleontology field camp in South Dakota.



The IdeaWorks Mission Statement

IDENTIFY A CLIENT'S UNIQUE PRODUCT ADVANTAGE

IdeaWorks strives to identify and enhance the following attributes:

- 1) where the client is strongest,
- 2) where the competition is weakest, and
- 3) what is most valued by the customer.

Enterprises that focus on this area enjoy the greatest success and deliver the best return for stakeholders.

STRIVE TO INNOVATE, BE NIMBLE, AND EXCEED CLIENT EXPECTATIONS

Innovation excites the consumer and frustrates the competition. Nimbleness excites the client and sharpens staff intellect. Exceeding expectations earns repeat business and encourages referrals.

FOLLOW THE ADVICE OFFERED BY MAX EHRMANN'S "DESIDERATA"

Speak your truth quietly and clearly; and listen to others. Enjoy your achievements as well as your plans. Keep interested in your own career. Strive for high ideals. Be yourself.

How To Reach Us

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