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IdeaWorks Adds Ancillary Revenue, Loyalty Marketing, and Airline Product Development Consulting Expertise

Michael Smith based in Scotland and Andrea Spiegel - formerly Vice President of Sales & Marketing of JetBlue - join IdeaWorks as consulting affiliates.

January 27, 2009, Shorewood, Wisconsin. IdeaWorks is meeting increased interest in its revenue producing consulting services by adding two airline industry professionals to its team. The firm now offers on-site support in Europe through the services of Michael Smith who is based in Glasgow, Scotland. Andrea Spiegel has also joined IdeaWorks as a US-based consultant with a very unique combination of experience ranging from low cost carriers to luxury travel brands.

“IdeaWorks is in the enviable position of having the right products and right people at the right time,” said IdeaWorks president Jay Sorensen. “Michael and Andrea know how to adapt airline brands to tough economic times and boost revenue through a la carte methods.”

Michael Smith specializes in credit card, loyalty partners, and travel insurance projects. Michael applies over 20 years of marketing and financial experience to projects such as co-branded credit cards, ancillary revenue opportunities, and frequent flier programs. He has helped airlines, car hire companies, hotel chains, and travel insurers realize greater revenue through the introduction of new products. Prior to his consulting activity, Michael was responsible for managing the extensive portfolio of travel partners as a director at the Executive Club program of British Airways; this included the co-branded credit card relationship with American Express.

Andrea Spiegel will specialize in brand development, airline distribution, and interactive marketing projects. Andrea Spiegel has worked as a marketing executive for some of the world’s preeminent travel brands such as JetBlue, Virgin Atlantic, Cunard Line, and Avis Rent a Car. Most recently, she was the Vice President, Sales & Marketing for JetBlue Airways for a period of four years. While at JetBlue, Andrea was responsible for sales and marketing initiatives that included branding, product development, sales and distribution, advertising, promotions, interactive marketing, research, and partnership programs.

About IdeaWorks: *IdeaWorks was founded in 1996 as a consulting organization building revenue through innovation in product, partnership and marketing. Its international client list includes the airline, hotel, marine, railroad, and consumer product industries. The firm is a leading expert on creating ancillary revenue opportunities for airlines. IdeaWorks has worked with airlines on ancillary revenue projects in Europe, the United States, and South America. The consulting firm has helped create frequent flier programs and develop co-branded credit cards in the USA, Europe, and South America. Learn more at: IdeaWorksCompany.com*

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