



Ben Baldanza and Jerry Scott Join IdeaWorksCompany

*Their 85 years of combined airline experience boost consulting firm's
140+ years of professional airline management.*

Shorewood, Wisconsin, December 10, 2020: Two highly respected business pioneers have joined IdeaWorks, the travel world's leading ancillary revenue and loyalty marketing consultancy.

Ben Baldanza, former CEO of Spirit Airlines, helped inaugurate ultra-low-cost airline service in the United States. And human resources veteran Jerry Scott has been guiding businesses and public organizations on the path toward diversity and inclusion for more than three decades.

Each will bring distinctive and valuable expertise to IdeaWorks as the company helps airlines on five continents adapt to the post-Covid world of travel.

Ben's 35-year career in the airline industry includes marketing, operations and finance roles at American, Avianca, Continental, Northwest and US Air—leading up to 11 years guiding Spirit. His perspective on cost control and revenue production is perfectly suited to the challenges awaiting airlines Europe, Asia, Middle East, and Africa, in the months and years ahead.

Jerry's 50 years of work in the business and nonprofit arenas has ranged from consumer banking to higher education, culminating at the University of Wisconsin. His 35 years in air travel includes service at Eastern Airlines and Midwest Airlines, and he has worked in affirmative action, cultural diversity, arbitration and human capital. He is an expert at helping individuals and organizations create inclusive relationships based on real world solutions.

Learn more about Ben & Jerry, and IdeaWorksCompany, at IdeaWorksCompany.com.

About IdeaWorksCompany: IdeaWorksCompany boosts airline profits through innovations in ancillary revenue, a la carte pricing, and loyalty marketing. The firm was founded in 1996 and has an international client list of airlines and other travel industry firms in Asia, Europe, the Middle East, and the Americas. IdeaWorksCompany enjoys a reputation as a global resource for ancillary revenue strategy, on-site executive workshops, and research reports.

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