

Gregory E. Gibson

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(813) 507-1799

greg@tailwindonline.com

Executive Manager, Pilot

Savvy Communicator, Fundraiser, Trainer and Project Manager

- Highly effective in branding, increasing profit/sponsorship and impacting product/service recognition, productivity, and subscription through innovative leadership and implementation.
- Dynamic presenter, communicator, and trainer with keen understanding of how emotion and interpersonal relationships affect performance at all levels.
- Expert capabilities in mining, recruitment, training, and development of top performing talents.
- Highly focused on conforming to organizational missions and philosophy while constantly sourcing new opportunities and methods on which to build success.
- Able to continuously maintain pinnacle performance while tactically multi-tasking superior programs and services.

Core Competencies

Sales and Marketing:

Product Branding / Development, Strategic/Tactical Planning, Media and Direct Response Coordination, Hands-On Collateral Development, Web and Social Media

Sponsorships / Fundraising:

Prospect Identification, Solicitation, and Retention
Adept at identifying and exploiting prospect synergies and opportunities

Operations Management:

Team Recruiting, Training, Development
SWOT Analysis, Accountability and Expectation Management

Research & Development:

Competitor Analysis, Marketing Strategies
Policy/Procedure Development, Problem Resolution, Project Planning, and Risk Management

Organizational:

P&L Management, Budget Planning/Preparation
Expense Reductions, and Cost Control

Public/Business Relations:

Seminars, Community and Industry Presentations, Contract Negotiations, Team Facilitation and Management

Relevant Experience

Tailwind Enterprises, Inc., Tampa, FL

Owner, Graphic Designer, Marketing, Sponsorship and Branding Expert
July 2006 – Present

Tailwind Enterprises, Inc. is a diversified corporation serving primarily the aviation community with web, print, branding, sponsorship, marketing, video production, aerial photography and other services. A sampling of clients for whom I provide services regularly is below:

- AeroShell Aerobatic Team since 2006
- Aerostars Formation Aerobatic Team since 2007
- Greg Koontz Aerobatics since 2006
- George Cline / AirbossInc since 2006
- Gary Rower Airshows since 2009
- Jim Tobul Airshows since 2013
- Greg Poe Airshows 2008-2011
- American Champion Aircraft since 2008
- TAA Flight Training since 2009

Fagen Fighters WWII Museum, Granite Falls, MN

Director
December 2011 – June 2013

Director of a 501(c)(3) World War II Museum. I was tasked with taking charge of the new museum and creating every aspect of its public visibility, including exhibits, multimedia and marketing materials. I continue to assist with promotional work there. My responsibilities included promotion, marketing, flight demonstrations, archiving, fundraising, preservation, tours and youth programs.

- Designed and implemented web and multimedia displays
- Solicited and managed museum donations and property accessions
- Conducted and archived interviews with WWII veterans
- Integrated museum's mission and assets into local school curriculum
- Oversaw all aspects of museum's daily operation
- Flew PT19 and PT26 aircraft demonstrations and veteran memorial flyovers

Greg Poe Airshows, Inc., Boise, ID

Fagen, Inc., Granite Falls, MN (Sponsor)

A36 Pilot, Airshow Team Coordinator, Media and Marketing Manager
Executive Director of Ryan J. Poe Foundation, 501(c)(3)
October, 2008 – September, 2011

- Managed all aspects of team sponsorship including solicitation and deliverables
- Solicited and managed airshow bookings, logistics and receivables
- Created all marketing materials and collateral including posters, website, videos, etc.
- Solicited and managed media interactions (television, print, web)
- Solicited events for Greg Poe's "Elevate Your Life" program, an uplifting youth engagement presentation held at each airshow at schools and community centers
- Merged "Elevate Your Life" with airshow media interactions, maximizing both program, airshow and sponsor exposure

Liberty Aircraft, USA, Nationwide
Demonstration Pilot, Liberty XL2
Aircraft Sales, National Marketing Manager
October 2007 – July 2009

Created marketing materials, campaigns and website for a national aircraft sales organization. Flew demonstrations and set up conferences and trade show activities to support aircraft sales nationwide.

Premiere Aviation Group, LLC, Birmingham, AL
Director of Sales and Flight Operations
July 2006 - July 2007

Spearheaded complete reconstruction of all aspects of Flight School, FBO operations and aircraft sales department.

- Improved aircraft and instructor revenue by incorporating online scheduling into the company website. Students scheduled more frequent lessons resulting in more rapid completion of the curriculum. Aircraft were more available resulting in greater rental revenue.
- Updated aging fleet by releasing unproductive aircraft and replacing with new, state-of-the-art trainers.
- Wrote and implemented a new student greeting and interaction procedure, resulting in 20% increase of retained students after their initial visit.
- Created a comprehensive branding program, designed and published all marketing and sales material including from-scratch creation and implementation of the company website.
- Resurrected a failing sales program by applying aggressive professional marketing and prospecting. Results went from zero productivity as a Cessna dealership to the company being on pace for the manufacturer's quota at the time of my departure.
- Created and implemented a sales commission sharing program to incentivize instructors to recruit and retain aircraft sale prospects from the student base.
- Utilized unconventional marketing and sales strategies to recruit new customers. A small kiosk in the food court at a local upscale shopping mall during Christmas helped almost double the active student population.

Previous Experience

Trillion Digital Communications

General Manager, Southeast Region 2003-2006

Oversaw all aspects of the company's operations in the states of Florida, Georgia, and Alabama. This included sales, marketing, construction, customer service, and maintenance of wireless Wide Area Networks for public school systems.

Detata / Luxury Wheels

National Sales Manager 1996-2003

National Sales Manager over a staff of 18 salespeople for a high-end custom wheel manufacturer. Created and launched a car dealership sales program that went from scratch to up to \$1 million dollars in sales volume each month.

Formal Education

University of Alabama

Aerospace Engineering and Physics
1986-1990

Scholarships

AFROTC Full Academic Scholarship
Congressionally Appointed Alternate, United
States Air Force Academy
University of Alabama President's Scholarship

Additional Skills

Commercial Pilot – Instrument ASEL/MEL/Tailwheel

- 950+ hours in single engine/complex aircraft, 55+ in multi-engine
- Experienced demonstration pilot in **Cessna172/182, Liberty XL2, Diamond DA40, Fairchild PT19 and PT26**
- Trained by top airshow performers and ACE examiners
- AOPA Mentor
- EAA Young Eagles Pilot

Graphic Design, Print and Multimedia Skills

- Proficient in Adobe Photoshop, Quark Xpress, Adobe Acrobat, and other design programs
- Skilled with web design, web hosting, e-mail hosting, HTML coding, MS FrontPage, Adobe Dreamweaver, Adobe GoLive
- Social media integration specialist
- Adept at videography, cinematography, and editing on multiple platforms
- Adept in the application and use of MS Excel, MS Word, MS PowerPoint, MS Outlook, Windows XP and Vista.
- Familiar with offset / 4C-process and digital printing methods and requirements
- Extensive portfolio of completed projects (see www.tailwindonline.com and www.greggibson.info)

References

Ron Fagen

Chairman of the Board
Fagen, Inc.
(320) 564-5263

Wayne Boggs

AirBoss and Consulting
(813) 340-5623

Mark Peterson

CEO
Saber Holding
(208) 841-1500

The Honorable Sam Graves

United States House of Representatives
(816) 262-8500

Gary Rower

President
Rower Aviation
(678) 463-4797

Mark Henley

Team Lead
Aeroshell Aerobatic Team
(205) 601-9215

Recommendations

"I have had the privilege of working with and observing Greg in action. He is a self-starter, knows what has to be done to accomplish a project and do so in an efficient and cost-effective manner. His personality, friends and imagination help create maximum promotion/marketing press. I recommend he be considered for any position he seeks."

*J.W. "Corkey" Fornof
Pilot*

"Greg has been and continues to be a huge asset for our marketing efforts. His work and timeliness are superb and can be counted on when needed. Contact me any time as a reference for Greg or to see the work he has done for us."

*Gary Rower
Rower Airshows*

"Greg is a very detailed oriented, get it done manager. He is personable and very efficient, and has a good eye for promotional opportunities"

*Larry Kelley
Rag Wings and Radials Vintage Aircraft
B-25 "Panchito"*

“Greg is a professional of great and varied talents. His ability to get a vast array of tasks done in a short period of time reflects both his talent and drive. It is very rare to find an individual who has the imagination to come up with very new and extremely creative ideas, combined with the determination to accomplish the seemingly endless list of sometimes mundane tasks to see major projects through to completion. I always assumed that Greg had a closet full of contractors, consultants, employees or Santa's elves working somewhere I could never find. His ability to get difficult and complex projects done in short order never ceased to amaze me. I was frequently surprised to find that he was not only working on my project, but simultaneously doing three or four other projects as well, all of them at the same speed. Greg has also demonstrated the ability to get other people and organizations to respond to his challenges and goals. Where others would find roadblocks, Greg seems to find allies and new friends. He once said to me, "I simply won't accept 'No' as an answer. I will stay on them until they give in and agree to support us." Where others would probably have created an enemy through unending pressure, Greg was frequently able to build long term relationships that paid dividends immediately and continued into the future. Greg's quick mind also works well in negotiations. He is fearless and knows how to negotiate from a position of strength, even when he is facing a federal agency with almost unlimited power. Although I never watched him in negotiations with commercial organizations, I feel confident that he would be a very accomplished asset in any major deal where debate over compromise would be required. I believe the foundation of Greg's talents and his past success is the passion he brings to everything in his life. I have NEVER seen Greg do anything half way or just 'good enough'. He has consistently brought something extra to every project or task I have seen him complete. If I had a project or company that could use someone like Greg right now, I would hire him today. “

Sincerely,

Mark Peterson
CEO, Saber Holding
P-51 "DiamondBack"
P-51 "Hell-Er Bust"

“Greg is a detailed orientated perfectionist with great people skills. He is prompt in his work and has a great work ethic. I would highly recommend Greg as a person to do business with.”

Dave Monroe
Right Wing / Treasurer
Aerostars, Inc.

“Greg is an excellent Public Relations specialist, Web Developer, and Branding strategist. Since 2006, I have seen many of his Branding efforts, PR, and web site development projects. Each and every project has resulted in success for his clients. I highly recommend Greg and Tailwind Enterprises, Inc. He has the expertise and savvy to assist you in your global strategic marketing efforts.”

Jon Melby
Airshow Pilot/Manager
Global Aerosport Services, LLC

“Greg is truly a Swiss Army knife, and a very effective one at that. In my dealings with him I have been impressed not only by his proficiency in new media, sponsorships and marketing, but also by his tireless work ethic in handling multiple projects simultaneously.”

Phillip Hurst

CEO, A&S Media Group LLC -- Air & Space Television

“I have been lucky enough to work with Greg on several occasions during his time with Greg Poe Airshows. Greg's organizational skills, energy and attention to detail are exceptional and key to the success of my projects with him. Anybody in need of a public relations director, or for that matter and outstanding pilot skilled at air to air and formation flying, could do no better than selecting Greg as a member of their team.”

Richard VanderMuelen

Owner, VanderMuelen Photography

“Greg and I have collaborated on several creative projects and his understanding of the industry has always been an amazing resource. His depth of knowledge is unrivaled as are his inter-personal skills. Combined with his tireless motivation and eagerness to problem-solve, Greg is an asset to any enterprise looking to innovate and succeed.”

Erik Hidelbrandt

Flight Test Chase Photographer, Wyle

“Greg's high level of professionalism, talent and communication skills really stands out in the large mix of PR folks. His passion for aviation, creative energy and amazing attitude make Greg a downright pleasure to work with, and I proudly recommend him for your next project.”

Jennifer Symmes

Account Executive

Access Public Relations