

UATP and Airline Business present:

Airline Distribution 2005

19-21 April 2005
Marriott Resort and Spa
Bangkok



**Topic: Session 1: Executive Session –
New Models in Air Travel and Distribution**
Date: Wednesday, 20 April 2005
Time: 9:45 – 11:00 am

Tony Davis
President and Chief Executive Officer
Tiger Airways

Tony Davis is the President and Chief Executive Officer of Tiger Airways. He was appointed to his current position in January 2005. Tony provides battle-tested and focused leadership to Tiger Airways to enable it to expand its reach in the increasingly competitive Southeast Asian travel market.

Tony brings to Tiger Airways 18 years of airline experience including as founding Managing Director of bmibaby, the successful British low fares carrier, where he led the development of the airline from business plan to a fleet of 14 aircrafts serving 26 destinations in the United Kingdom, Ireland and Continental Europe.

During his service with bmibaby from January 2002 to December 2004, Tony was exposed to the low fares airline sector where he was involved in designing and growing a new generation airline in the very competitive Western European market. He has also developed significant experience and expertise in airline strategy, operations, marketing, government and industry affairs.

Tony was part of the founding development team and has served as Managing Director of bmibaby since the airline's inaugural flight in 2002. Besides the low fares airline sector, Tony has broad experience in designing and leading airline strategy, airline operations, marketing and revenue management, and in representing airlines before government and regulatory agencies, in the United Kingdom, the United States and overseas.

Prior to managing bmibaby from its inception, Tony worked at British Midland Airways from 1999 through 2001 as Director of Corporate Affairs and from 1997 through 1999 as General Manager, Industry Affairs and Pricing.

Before that Tony worked at Gulf Air Company in Bahrain as Manager, Interline Development, Pricing and Industry Affairs. From 1986 through 1994, Tony worked at British Airways in various management capacities in marketing and strategic alliances, stationed in London and New York.

Tony holds a Postgraduate Diploma in Business Administration from Lancaster University and is a Fellow of the Society for Encouragement of Arts, Manufacturing and Communications, a Member of the Air League and a Member of the Royal Aeronautical Society. He is 38 years old.