

Joanne M. Landry, MBA, PMP

Landry Consulting LLC

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PERSONAL STATEMENT

An accomplished, results-driven Senior Program Manager and Aviation Consultant focusing on Safety Initiatives and with demonstrated success directing the research, design, development, consolidation, integration, and implementation of business and technical solutions. Recognized as an industry leader in Airport Safety Management Systems (SMS) and safety risk management (SRM). Delivers an in depth understanding of SMS regulatory requirements, practical development and deployment strategies, and data management that has resulted in multiple, ongoing, and successful SMS implementations.

WORK EXPERIENCE

Principal Consultant – May 2008 to Present

Landry Consulting LLC - www.landrysms.com
Washington and Oregon, USA

- Manage all aspects of consulting business including marketing, contract and rate negotiations, invoicing, business development, skills development, subcontractors, and customer services.
- Provide consulting services including project management, gap analysis, process improvements, system mapping and flow diagramming, safety management system (SMS), safety risk management (SRM) and safety assessments (SA), facilitation and moderating services, policy development, assessments and audits, media and promotion development, skills assessments, safety and system maturity assessments, skills development and training, training development and instruction, industry research, best practices, return on investment (ROI) and benefits analysis, program development and implementation, lessons learned review, and program quality assessments, information technology review and requirements, hardware and technology system implementations, change management, transition planning, and integration planning.
- Consult in safety risk management and safety assessment facilitation for airside construction, master planning, airport layout plan reviews. Includes comparative safety assessments, hazard identification, existing controls, mitigations, monitoring, and management.
- Provide industry training, workshops, research, white papers, and presentations at international, national, regional, and local conferences
- Current and Prior Clients include: Dallas Love Field, Fresno International Airport, BNSF Railway, Philadelphia International Airport, United Arab Emirates (Abu Dhabi and Dubai), Port Authority of New York & New Jersey, Port of Seattle - Seattle-Tacoma International Airport, Port of Portland - Portland International Airport, Lee County - Southwest Florida International Airport, Austin International Airport, Tucson International Airport, Alaska Department of Transportation - Anchorage International Airport and Nome Airport, Hawaii Department of Transportation, British Petroleum, Federal Transit Administration, Denver International Airport, Houston Airport System, Metropolitan Washington Airports Authority El Paso International Airport, General Mitchell International Airport, San Antonio Airport System, Indianapolis International Airport, South Bend Regional, Tallahassee Regional, Talladega Regional, Elmira Corning Regional, Southern Illinois Regional Airport, Green River College, and Transportation Research Board.

Adjunct Professor – 2016 to 2018

Green River College
Auburn, Washington USA

- Provide 300-level course instruction and guidance to college students using industry research and case studies on topics including system safety, aviation SMS, risk management and risk assessments, audits, assurance, safety policy development, SMS implementation and management, skills assessments, safety culture, and safety oversight.

Independent Consultant – 2004 to 2008

Various Companies USA
Various Locations USA

SMS Consultant – Chinese Aviation Group Sub Consultant SMS Presentation and Briefing, 2009

Provided SMS orientation and review to Chinese delegates at a Texas airport tour using translation services and engaging delegates in a question-and-answer session regarding airport system safety, solutions, challenges, and best practices.

Project Manager/Lead Consultant – Port of Seattle Aviation Operations Safety Management System (SMS)

Phase I and Phase II Programs, 2007 - 2008

Managed SMS implementation as part of FAA's airport pilot program (AC 150/5200-37). Researched industry

best practices and documentation from International Civil Aviation Organization (ICAO), International Air Transport Association (IATA), Air Transport Association (ATA), Occupational Safety and Health Administration's (OSHA's) Voluntary Protection Program (VPP) and Australian Government Civil Aviation Safety Authority (CASA) SMS. Conducted Interviews with Airport departments, Airline, and Ground Handler staff. Assessed safety program readiness. Developed two gap checklists (Part 139 and ICAO/VPP) to determine full extent of possible SMS operations. Conducted hazard analysis.

Technical Project Manager – Port of Seattle Ramp Tower Systems Implementation, 2006 - 2008

Managed a complex, multi-system implementation for the Port of Seattle's airport's Ramp Tower including commercial and FAA data distribution feeds (requiring FAA negotiations and data distribution approvals). Systems included: surface management (ASDE-X), flight approach (commercial system), flight departure (FDIO), communication (digital voice switch), video monitoring, voice recording system, and improved tower monitor displays.

Senior Project Manager – Washington Mutual Debit Card Conversion Project, 2005 - 2006

As part of a \$40 million debit card migration project in which 10 million cards were converted from Visa to MasterCard, managed training for back-office fraud and loss control team. Developed and delivered customized training program; authored business procedures and guides and delivered operation's manual for new processes. Deployed training to more than 350 staff in virtual and onsite settings.

Program Manager/Principal Consultant – University of Puget Sound Billing System, 2004 - 2005

Performed a best practice research and re-design effort for on-line and paper-based billing documents. Built new paper and online prototypes to demonstrate changes. Merged two student account statements into a single format. Standards (terminology, format, etc.) compiled to ensure consistency across all forms. Resulted in improved student admission, registration, financial aid, and billing functions. Processes implemented, and student/parent calls and questions significantly reduced as a result.

Senior Program Manager – 2002 - 2004

Paladin Data Systems
Poulsbo, Washington USA

Managed a \$3.5 million software project to develop a technical solution for a nation-wide Navy skill-based training initiative. The application was developed to consolidate and merge all data elements into a single qualification and certification training application to ensure consistent staff training and to identify staff/fleet readiness for wartime deployments. Directed all aspects of technical development and reporting activities including earned value management system (EVMS) cost tracking. Developed project control processes and procedures and due diligence to eliminate timeline and budgetary risks. Managed technical and business issue resolution, provided project strategies and solutions, directed 18 technical staff, delivered project status presentations to upper management, and provided overall project assurance and quality management.

Greater Prudhoe Bay Data Manager – 2001 - 2002

MACTEC Inc. - British Petroleum Alaska Contractor
Anchorage, Alaska USA

Oversaw data management of the Greater Prudhoe Bay operation that produced 17% of nation's oil. Served as liaison between senior management, IT support, and 250 engineering/geosciences staff members. Developed long-term strategies and corresponding cost models. As part of a company merger, reviewed and revised data management principles and processes to increase efficiency and assisted end users in understanding of the data repository. Resolved data management issues, determined methodologies, and set standards.

Senior Consultant 1998 – 2001

Computer Task Group, IT Consultant (British Petroleum, ARCO, Alyeska Pipeline)
Anchorage, Alaska USA

Performed diverse range of consulting services for \$300 million technology solutions and staffing company. Consulted on projects for system and business integrations, technology selections, education needs assessments, service improvement evaluations, and user needs interface design solutions. Developed and deployed software merger matrices using business and technical ranking criteria.

Senior Project Manager/Operations Manager-Internet Technology & Media Team – 1996 - 1998

Computer Task Group
Anchorage, Alaska USA

Managed projects and client relationships for the implementation of Internet, intranet, extranet, media, and training services. Oversaw key program/project functions including financial tracking/reporting, budgeting, scope management, change control, and resource planning. Managed team of 25 technical, graphics, and project management staff. Developed an SMS program for British Petroleum's Environmental Management System (EMS ISO 14001) division. The application combined technical and business elements and was deployed at Alaska's Prudhoe Bay field and later expanded world-wide.

Previous Professional Work History

Financial Aid Director, Charter College, Anchorage, Alaska, 1995 – 1996

Proposal Manager, Harding Lawson Associates, Anchorage, Alaska, 1993 – 1995

Assistant Program Manager, Alaska Pacific University Degree Completion Program, 1991 – 1993

Senior Editor/Documentation Lead, EMCON Alaska, Inc., 1989 – 1991
Assistant Director of Financial Aid, Alaska Pacific University, 1987 – 1989

EDUCATION

Masters Business Administration (MBA), General Management, September 1997 - June 2001
University of Washington Executive Program
Seattle, Washington USA

Master's in Teaching (MAT), Adult Education, 1988 - 1990
Alaska Pacific University
Anchorage, Alaska USA

Masters Equivalent, Applied Linguistics, September 1986 - June 1987
Rotary Scholar
Université de Franche-Comté, Centre de Linguistique Appliquée
Besançon, France (<http://cla.univ-fcomte.fr/>)

Bachelor of Arts (BA), French Linguistics, September 1981 - June 1985
Santa Clara University
Santa Clara, California USA

CERTIFICATIONS

Project Management Professional (PMP), Project Management Institute (PMI), 2018

Safety Management System, Safety Risk Management/Safety Risk Assessment Facilitator - June 2009
FAA Air Traffic Organization Training Center
Washington DC, District of Columbia, USA

IATA's Safety Audit for Ground Operations Auditor Certification, March 2008
International Air Transport Association (IATA) Training Center
Montreal, Canada

Project Management Certificate (130 PMI PDUs), Fall 2003
University of Washington Extension Program
Bainbridge Island, Washington USA

RESEARCH

Shirazi, et al (Landry). Report 168 - Runway Protection Zones (RPZs) Risk Assessment Tool Users' Guide. Washington D.C: Transportation Research Board, 2017.

DeFusco, Unangst, Cooley, Landry. Report 145 - Applying an SMS Approach to Wildlife Hazard Management. Washington D.C: Transportation Research Board, 2015.

Landry, Bannard, Stockon, English. Synthesis 58 - Safety Reporting Systems at Airports. Washington D.C: Transportation Research Board, 2014.

Landry, Fleet, Hybrid-3. Synthesis 37 - Lessons Learned from Airport SMS Pilot Studies. Washington D.C: Transportation Research Board, 2012.

Landry, Ingolia. Synthesis 29 - Ramp Safety Practices. Washington D.C: Transportation Research Board, 2011.

ARTICLES

Landry. "SMS: Past Present and Future - A 15-year Retrospective" Airport Magazine, October/November 2021: 11-16.

Landry, Ibold. "SMS Rulemaking Poised for Resurrection." Airport Magazine, October/November 2015: 18-19.

Landry, Ibold. "Ready Set SMS." Airport Magazine, October/November 2014: 30-34.

Landry, Ibold. "SMS Taking an Indirect Route from Concept to Execution." Airport Magazine February/March 2014: 26-27.

Landry. "Implementation Strategies for a Safety Management System." Airport Magazine, June/July 2010: 27-29.

Fleet, Landry, Cowden-Templeton, and Vandenberg. "New directions in airport safety, Clarifying SMS, SRM, and the Safety Case." Airport Consultants Council, Spring 2010: 1, 16-17.

Landry. "Implementing SMS at Airports: Progress and Challenges." Airport Consultants Council, Spring 2009: 4-5.

PRESENTATIONS/CONFERENCES

Workshops/Training

AAAE Runway Safety Conference, Ramp Safety Workshop, December 6, 2019
Phoenix, AZ USA

Florida Airport Council, Safety Management System Training, May 2019
Orlando, FL USA

AAAE Runway Safety Conference, Ramp Safety Workshop, December 5, 2018
Newport Beach, CA USA

AAAE Runway Safety Conference, Ramp Safety Workshop, November 7, 2017
Orlando, Florida USA

Equip Global, Ramp Safety Workshop, week-long course, October 2016
Singapore, Republic of Singapore

AAAE Runway Safety Conference - Ramp Safety Workshop, December 4, 2016
Denver, Colorado USA

AAAE Runway Safety Conference - Airport Construction Safety and SRM, December 7, 2015
San Diego, California USA

AAAE Runway Safety Conference - Safety Risk Assessment Compliance Workshop, October 20, 2012
New Orleans, Louisiana USA

ACRP Synthesis 29 Ramp Safety Practices, Report Summary and Findings, May 09, 2012
Webinar

AAAE SMS What Airports Need to Know Now, November 22, 2010
Webinar

International

Pacific Aviation Director's Workshop, Safety Management System Strategies, Tumon, Guam, March 15, 2012

APEC Airport Safety Oversight and Advanced Technologies Workshop – Westin Nusa Dua Conference Center – Bali, Indonesia, SMS Insights from US Airports, September 21-23, 2010

National

AAAE Runway Safety Summit, Virtual Session, Safety Risk Management Panels for Airfield Construction Projects and Developing an SMS Implementation Plan and Effectively Staffing Your Airport SMS: Where Do I Start? December 2021

AAAE Runway Safety Summit, Applying the Safety Assessment Process for Airport/Airline Operational Safety, Phoenix, AA, December 2019

ACI-NA/AAAE Airport Safety Management Systems Workshop, Minneapolis, Minnesota, Getting Started with SMS Development and Assessing Gaps, July 2017

Airline SMS Industry Forum, Dallas Fort Worth, Airport/Airline Collaboration on SMS How to improve ramp safety through SMS, May 2017

AAAE Annual Conference, Long Beach California, Airport/Airline Collaboration and SMS, May 2017

2016 AAAE Runway Safety Conference, Denver, Colorado, Moderator: Safety Management Systems: On with Implementation! December 2016

AAAE Annual Conference, Houston, Texas, Safety Management Systems: If you're not doing it yet, you will be! Are you ready? May 2016

2015 Runway Safety Summit, San Diego, California, SMS Benefits, What's Working at U.S. Airports, December 2015

NWAAAE Annual Conference, Denver, Colorado, The Evolution of SMS Past Present Future, September 12, 2015

AAAE Annual Conference, Philadelphia, Pennsylvania Safety Management Systems: A Fresh Perspective, June 2015

FAA Northwest Mountain Region Annual Conference, Seattle, Washington, Best Practices in Airport Safety, April 7, 2015

AAAE Great Lakes Chapter 46th Annual Conference, Bellaire, Michigan, Detour: Alternative Routes to SMS Compliance, August 2014

AAAE Runway Safety Summit, Savannah, Georgia, Safety Risk Assessments, November 2014

AAAE Runway Safety Summit, Baltimore, Maryland, Safety Risk Assessments: What you can do to prepare, December 2, 2012

New York Aviation Management Association – Annual Conference, Safety Management Systems Implementation, Niagara Falls, New York, September 20, 2012

FAA SMS Roundtable Meeting, SMS Implementation Pilot Study Review and Lessons Learned, FAA Headquarters, Washington, DC, November 2, 2011

Association of California Airport Conference, Perspectives on SMS and Airport Operations, South Lake Tahoe, CA, September 14, 2011

Eleventh Annual AAAE/Northeast Chapter Large Hub Winter Operations and Deicing Conference and Exhibition, SMS Perspectives on SMS and Safety Risk Management, Seattle, Washington, July 31, 2011

Southeast Chapter AAAE Annual Conference, Moderator, SMS- Lessons Learned from The Pilot Program, Mobile, Alabama, April 3, 2011

AAAE Safety/SMS Workshop, SMS Topics, San Antonio, Texas, March 22, 2011

Women in Aviation Annual Conference, SMS Implementation Panelist, Reno Nevada, February 26, 2011

ACC/AAAE Airport Planning, Design and Construction Symposium, SMS, SRM, SRA, What does it all mean for Planning, Denver, Colorado, February 23, 2011

SMS Roundtable, FAA SMS Pilot Study Presentations, Washington D.C., January 28, 2011

ACI-NA/AAAE Washington Legislative Conference, SMS for Airports, Washington D.C., January 10, 2011

NWAAAE Conference, Safety Management Systems (SMS) and Minimum Standards... What's the connection? Anchorage, Alaska, September 2, 2010

Airport Consultants Council (ACC) Summer Workshop Series, SMS What's the Link? Arlington, Virginia, July 14, 2010

82nd Annual AAAE Conference and Exposition, FAA Safety Management System Implementation, Dallas, Texas, May 16, 2010

FAA Northwest Mountain Region Airports Conference, Safety Management System (SMS) Safety Case and Safety Risk Management, Seattle, Washington, April 13, 2010

MEMBERSHIPS

- Member Project Management Institute (PMI)
- Member American Association of Airport Executives (AAAE)
- Member Northwest American Association of Airport Executives (NWAAAE)
- Member Women in Aviation (WAI)

REFERENCES

David Staples, SMS Director
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