

# Managing the most important assets: People



**Lisa Senters-McDermott**  
**Founder & CEO**  
**Jet Senters Aviation**

## **Fun Facts:**

- **Jet brokering & chartering. Managing the management**
- **Keynote & TEDx speaker**
- **Serial entrepreneur.**



**Craig Picken**  
**Managing Partner**  
**Northstar Group**

## **Fun Facts:**

- **Executive Recruiter placing C-level and senior leaders in aviation/aerospace**
- **Host of Aerospace Executive Podcast**



**Sheryl Barden**  
**President & CEO**  
**Aviation Personnel International**

## **Fun Facts:**

- **Former NBAA Board Member**
- **Thought leader in business aviation workforce issues, recruitment, retention and compensation.**
- **Blogger for AINsights**
- **Helps connect great talent with Part 91 business aviation operations.**



**Christopher Broyhill**  
**Inventor & CEO**  
**AirComp Calculator**

## **Fun Facts:**

- **Scientific and statistical researcher and industry recognised expert in leadership, personnel retention and compensation analysis**
- **Author of eight books, including the well known work: “*Business Aviation Leadership: From the Traits to the Trenches*”.**

## Fun Facts:



**Rene Banglesdorf**  
**Founder**  
**The Aviation Collective**

- **Executive Coach and Workplace Culture Consultant helping aviation companies position themselves to hire and retain great employees.**
- **Host of Aviation Leadership podcast**



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