

## Profile: Alan Goodnight, MBA

### Professional Profile

Alan has more than 15 years of highly successful experience as a marketing professional and entrepreneur. He has worked extensively in general aviation, aerospace and healthcare. At 26, Alan was the youngest product manager for Bausch & Lomb's Pharmaceutical division—managing 35 products with annual sales of \$17M. And at 31, Alan was the youngest corporate director for Cessna Aircraft, overseeing worldwide marketing, sales training and product development for the \$250M piston aircraft division. He has founded and managed several successful companies including Quantum Market Research and DirectCare. Alan has a solid working knowledge of managing profit/loss, creating continuous growth and business management.

Quantum Market Research had year-over-year growth of 750% for 2 consecutive years and was sold, after 30 months of operation to a publicly-traded company for more than \$2M.

Alan is a recognized leader within general aviation, working with nearly all manufacturers and associations including AOPA, Lockheed Martin, Bombardier, Cessna, Honeywell, Raytheon and Spirit Aerosystems.

### Customer Focus

Companies are in business to serve their customers. To that end, Alan has helped companies win by generating customer loyalty, establishing profitable pricing and making go/no go decisions on product/service line extensions.

### Skills/Capabilities

- Managing Profit and Loss
- Strategic Planning
- Statistical Analysis
- Product Management
- Market Research
- Business turn-around
- Business start-up
- Promotions Management
- Sales Forecasting
- Sales Training
- Acquisitions

Alan was recognized by the Wichita Business Journal in 2003 as one of the top 40 business professionals under the age of 40. He is also an instrument-rated private pilot with 800 hours of total flight time.

### Education

Alan has a Masters degree in Business Administration from Tampa College with an emphasis in Marketing. He also has a Bachelor's degree from The Wichita State University in communications with a minor in computer science and mathematics.

### Community Involvement

Alan is a member of Wichita's "BIG" (Chamber) organization, member of the YMCA's marketing committee and a volunteer for Youth Entrepreneurs of Kansas.