

THE GRADUATE

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Date of Birth	12 July 1978
Study & University	Business Economics and Spanish Language & Literacy at the University of Amsterdam (UvA)
Graduation Date	November 2004



Thesis: Conjoint analysis – Applications for airline revenue management

Summary of Thesis: As a trainee for KLM Switzerland, I investigated the preferences of passengers in the Swiss market with respect to flight products. I used a technique called Conjoint Analysis, that attempts to sort out the relative importance of the dimensional attributes of a flight product. First, approximately 1200 passengers were interviewed by local students at Zurich and Geneva airport with help of a laptop-based survey, that had specifically been developed for this research. Afterwards, the obtained data was processed and was evaluated using specific software that resulted in preference functions for twelve different passenger segments. These preference functions have been inserted into a self-developed tool (called Conjoint Simulator) that provided KLM with two types of information, that could be used to make strategic decisions in order to strengthen its position in the Swiss market. First, the Conjoint Simulator enables KLM to compare, per passenger segment, the preferences for a certain KLM-flight product with similar products of its main competitors. Secondly, the tool determines the ticket price that should enable KLM, *ceteris paribus*, to generate the highest possible revenue for a certain flight product.

Your relationship with Aerius: As a student with a passion for aviation, I passed by the office of Aerius out of curiosity around spring 2000. Shortly afterwards, I started to organize the successful study trip to Canada together with three other students, which has been a valuable and enjoyable experience. Subsequently, as of March 2002, I joined the Aerius board to occupy the position of vice-president, partly operating from abroad and for one and a half years.

Current employer: KLM Royal Dutch Airlines, Zurich, Switzerland

Since: August 2003

Position: Manager Indoor Sales Air France - KLM German & Italian Switzerland

Job Content: Building and managing the first joint Air France - KLM Indoor Sales Unit worldwide. This Indoor Sales Unit of ten Air France and KLM employees consists of Customer Services, Outside Sales Support, Customer Claims and Business Intelligence.

Future wishes: To become a general manager for an Air France – KLM branch in a foreign, preferably Spanish-speaking, country. The idea that you manage your own little company (far away from the “evil” head office) in a country with a different (business) culture and specific market conditions makes it extremely challenging and interesting to me.

Previous employer(s): As a student, I worked part-time for three years at the order desk of e-brokerage product “Alex” of Bank Labouchere. After my stay in Mexico, I was part of the project team “Repositioning Air Traffic Control Netherlands” at the aviation department (DGL) of the Ministry of Transport and Public Works for half a year - also part-time.

Your application experiences: None, as I have always been lucky to be asked or be proposed.

Your Golden Rule for application (interviews): I would try to identify myself with the company concerned and try to look for reasons why I would fit into this company and to be successful for them and for myself.

Newspaper: Telegraaf (online), 20Minuten (“Metro/Spits” version of Zurich)

Magazines: Aero International, Airnews, Flight International

Radio: My tool to wake me up in the morning. I have no preference for a specific radio station, as long as there are no long conversations and local Swiss music.

Television: Unfortunately SF1 and ORF1 as I do not possess a satellite antenna.

Music: Popular, classical

Last book: Geert Mak, In Europa

Sport(s): field hockey, tennis

Food: One of the most important things in my life. I enjoy eating as well as cooking. I am an omnivore, eating everything that is edible. At the moment, there is nothing better than having a BBQ on my roof terrace that overlooks Zurich and faces the Alps.

You can wake me up for: nothing, I hate to be disturbed during my sleep.

Cities: Amsterdam, there is nothing better than home, sweet home!!

Country: Mexico. As an exchange student, I had the time of my life in the country of sun, salsa, tequila and “mañana”!!

Season: No preference as long as the sun is shining.

Holiday: Can’t have enough of those, unfortunately reality is different.....

Best flight: In general, I am enjoying every flight in the World Business Class of KLM. The product doesn’t have the “jeu” and “finesse” like the similar product of Air France, but it is reliable and the personal attention of the staff make it every time a special and pleasant experience.

Worst flight: During a round trip above the Grand Canyon with Grand Canyon Airlines, (flying DH Twinotter) we experienced “some turbulence”. I had never been happier to see the airport again as I had been that time. Next to this memorable flight, I had a scary experience once, in China from Beijing to Xi’an with China Northwest Airlines. I was happy not to fly in one of their Tupolevs, but their A300-600’s weren’t any better either. I never saw an aircraft in a worse condition. Everything that might not function properly, was indeed not working as it should have been.