

# PUYA PARNIANI

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Dynamic, forward-thinking executive leader with vast expertise driving multimillion-dollar enterprises to continuously innovate; data-driven decision maker with pulse on cutting edge business. Cultivate strategic alliances and partnerships and align sales channels and revenue-generating departments to surpass all goals, metrics, and objectives. Strong team-player with a passion to perform, high degree of self-motivation and innovative/entrepreneurial, open mind-set. Lean Management specialist with unique common-sense philosophy for developing operational metrics and steering systems; leveraging data and capacity plans for optimized throughput dollars and delivering profitability to inspire client success. Influential communicator with passion for empowering tomorrow's leaders with accountability and lean methodologies. Driven to cultivate evolving strategies to expand customer acquisition, elevate competitive edge, and ensure sustainable future growth with integrity, authenticity, and trust. Excellent planning, organization, and decision-making skills.

## AREAS OF EXPERTISE

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- Team Motivation, Engagement & Mentorship
- High-Level Presentations & Communication
- Continuous Process Improvement
- Lean & Agile Methodologies
- Performance Management and KPIs
- Production Control and Planning
- Staff Training, Enablement, & Management
- Strategic Leadership and Business Development
- Business Expansion & Value Proposition
- Product & Account Management
- Engineering and Product Development
- Data Analytics and Reporting

## HIGHLIGHTED ACCOMPLISHMENTS

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- Increased operational efficiencies and throughput by over 20% by creating and implementing a performance management system to measure company Key Performance Indicators (KPIs) by utilizing daily performance dialogue amongst work-centers to foster communication and priorities.
- Developed Enterprise Resource Planning (ERP) supported shop priority system utilizing critical ratio per part and product to steer priorities and process flow to increase profits by over 20%.
- Acquired and retained more than 75 employees for total of 180 employees, doubling shop capacity by adding second and third shift, as well as expanded footprint, representing a 200% revenue increase.
- Created new program to successfully expand business development division and closed account at 250% higher rate than average with 20% lower cost of acquisition (COA).

## PROFESSIONAL EXPERIENCE

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**AVIATION-X, Glendale, California**

**06/2023 – present**

**Chief Executive Officer and Founder**

Establish strategy, innovation, and growth for newly founded consulting firm. Partner with global players to drive operational excellence and implement continuous improvement projects to increase efficiencies, optimize operations flow and throughput dollars. Identify and pursue original prospects to maximize business potential, revenue, and long-term value nationwide. Negotiate mutually beneficial partnerships with top executives and key stakeholders in various industries, including aerospace, automotive, manufacturing, private equity (PE), and venture capital (VC).

**SUNVAIR INC., Valencia, California**

**02/2019 – 05/2023**

**Chief Operating Officer**

Established operational performance, innovation, and growth for \$40M+ organization. Directed cross-functional Leaders in building, aligning, and steering operational programs, strategic alliances, sales development representatives (SDRs), and account-based marketing (ABM) programs, provided HR administration relief and improved benefits while reducing risks and liabilities. Identified and pursued original prospects to maximize business potential, revenue, and long-term value nationwide.

- Increased operational efficiencies and throughput by over 20% by creating and implementing a performance management system to measure company Key Performance Indicators (KPIs) by utilizing daily performance dialogue amongst work-centers to foster communication and priorities.
- Developed Enterprise Resource Planning (ERP) supported shop priority system utilizing critical ratio per part and product to steer priorities and process flow to increase profits by over 20%.
- Implemented electronic Bill of Material (eBOM), allowing cross departmental access to manage event and requirements, inclusive of safety checks and interface to parts ordering system.

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- Doubled shop capacity by adding second and third shifts, as well as expanded footprint, representing a 200% revenue increase.
- Company officer with profit and loss (P&L) responsibilities, inclusive of development of annual budget
- Served as industry expert at conventions, on panels, and at speaking engagements.

**HAWKER PACIFIC AEROSPACE**, Sun Valley, California

**01/2010 – 02/2019**

**Chief Operating Officer** (10/2016 – 02/2019)

Established operational performance, innovation, and growth for \$80M+ organization. Directed cross-functional Leaders in building, aligning, and steering operational programs, strategic alliances, sales development representatives. Served as US lead for global alliance with sister companies in Europe and Asia.

- Increased revenue and output by over 30% during tenure by improving operational efficiencies using best practice methods within global alliance.
- Reduced cost of poor quality (COPQ) by 20% or 16M on an annual basis.
- Company officer with profit and loss (P&L) responsibilities, inclusive of development of annual budget

**Director of Engineering** (10/2014 – 10/2016)

Oversaw Engineering, Program Management and Production activities for Airbus, Boeing, and Regional Jet Landing Gears, including Line Replacement Units (LRUs / Components). Established tooling and design needs for program, as well repair and PMA development. Collaborated with Production Control to execute production planning, execution, and delivery performance, as well as customer relationship management.

- Established task specific job cards and technical maintenance records to ensure execution of OEM and customer requirements are followed.
- Developed and implemented operational metrics to measure key performance indicators (KPIs) for all work centers.
- Established centralized Aircraft Records team to support organization and reduce documentation errors below 3% on average.
- Member of Senior Management Board.

**Program Manager Engineering** (9/2011 – 10/2014)

Managed overhaul services on Airbus Landing Gears, including program growth, cost reduction, risk management, sales management, on time delivery, customer satisfaction and integration of Lean concepts. Management of front-end engineering processes including receiving inspection, BOM disposition, and general troubleshooting.

- Established average product performance (gross profit) of 35% across all Airbus Landing Gears.
- Implemented annual cost savings of at least \$500k,
- Initiated and executed acquisition and sales of spare Airbus Landing Gear sets, generating over \$2M in profits.
- Member of Manager/Supervisor board as well as Lean Core Team

**Project Engineer** (01/2010 – 9/2011)

Designed and implemented new overhaul concept for small parts based on new technology carts. Developed and implemented Lean Management concepts throughout the overhaul process.

- Supported design and implementation of overhaul shop within shop to focus on small parts without out of scop repairs.
- Implemented new documentation standard for all work order travelers with enhanced pictorials.

**PUYA PARNIANI CONSULTING** (Freelance Consulting), Hamburg, Germany

**08/2005 – 12/2009**

**Deutsche Telekom AG**, Bonn, Germany

**06/2009 – 12/2009**

Lead and supported internal project to create a product requirements document for customer data management as part of redesign for internal and external business processes. Established increased efficiencies averaging 20% across all affected departments. Documented all inter and cross-departmental processes within ARIS (Architecture of Integrated Information Systems).

**Lufthansa Technik AG**, Hamburg, Germany

**08/2007 – 10/2008**

Served as project leader monitoring and documenting the processes of night-shift maintenance staff, including qualitative and quantitative analysis. Identified inefficiencies of over 30%. Supported implementation and execution of project recommendations, inclusive of relocation of tools, creation of job cards, as well as introduction of new communication protocol with walkie-talkies.

**Conergy AG**, Hamburg, Germany

**10/2006 – 03/2007**

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Process mapping and documentation of approx. 30 processes within the sales and distribution area. Review and measurement of existing order-to-cash processes to streamline and increase sales. Documentation of required changes accompanied by step-by-step tasks for sales team. After implementation and training phase, time to sale was decreased by 30% on average.

**Maersk Sealand**, Hamburg, Germany

**08/2005 – 12/2005**

Conducted market and competitor analysis of China-Germany trade route. Documented strengths and weaknesses of competition and was able to identify over 500 potential new customers within research. Delivered comprehensive overview of market and potentials, inclusive of top management presentation.

**IBM DEUTSCHLAND GMBH**, Hamburg, Germany

**10/2006 – 08/2007**

**Event Manager**

Served as project leader for the event series - IBM: IT-Theme Nights. Development, organization, and coordination of mid-week event series, hosted at IBM facility with industry leaders and speakers. Consistently held attendance level between 15-20 participants through active engagement and customer service. Successfully supported IBM Sales Managers to increase annual revenue by over 30%.

**UNILEVER DEUTSCHLAND GMBH**, Hamburg, Germany

**05/2005 – 10/2006**

**IT-Helpdesk Specialist, Desktop Management**

Provided general support to groups in various business units including the software, hardware and account teams, and the IT Help Desk. Prepared and conducted software tests.

**LUFTHANSA TECHNIK AG**, Los Angeles, USA

**10/2004 – 03/2005**

**Intern - Account Management, Sales/Customer Service**

Developed and analyzed proposals and marketing strategies for key account customers. Assisted Engineers and R&D (Research and Development) department to revise and develop marketing software.

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## OTHER EXPERIENCE

**TRAVELLED AROUND THE WORLD**

**01/2009 – 05/2009**

Explored following destinations and cultures: U.A.E. (Dubai, India, Malaysia, Thailand, Vietnam, Laos, Australia, New Zealand, Fiji Islands and USA

**HANSEATIC CONSULTING**, Hamburg, Germany

**05/2003 – 11/2008**

**Consultant and Project Manager**

Business year 2006: **Chief Executive Officer**

Directed up to 100 student consultants managing interdisciplinary projects; developed and conducted member-training; served as contact person for all strategic interests in the organization and its projects; and founded "Teamgeist", a charity soccer tournament.

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## EDUCATION

**Master of Business Information Science**, University of Hamburg, Germany

**10/2004 – 11/2008**

Majors: Project Management, Marketing, ERP Systems

Graduation (Dipl.-Wirtschaftsinformatiker, German diploma) in November 2008

Diploma Thesis in cooperation with IBM, „Development of a Market Entry Strategy for an IT-Branch Solution in the Segment of Consultancy “