

Professional Career and Affiliations – John A. Caldwell

2009-Present

Consultant to airlines, entertainment service companies, advertisers and advertising agencies on the use of inflight video advertising for various projects and situations.

1990-2009

Founded and Senior Partner in Airline Advertising Bureau, Inc., the first video advertising sales company created expressly for airlines and airline service providers. During that time AAB delivered over \$45 million to its airline clients.

1988-1990

Directed Inflight Entertainment Services for Transcom Systems, a unit of Sundstrand, Inc. and later Sony Transcom serving airlines around the world with entertainment hardware and software.

1981-1988

Co-founded Audio à la Carte, a tape based audio and video entertainment service for hospitals, resorts and airlines.

1971-1981

Managed advertising sales for CBS, Inc. Responsible for advertising appearing on five CBS-owned television stations in New York, Los Angeles, Chicago, Philadelphia and St. Louis.

1968-1971

Managed General Electric's Carousel of Progress, a multimillion-dollar public relations presentation at Disneyland at Anaheim, CA.

Communication Specialist at General Electric Co, New York City. Responsible for recruiting communications addressed to schools and universities throughout the United States.

Other Affiliations

World Airline Entertainment Association
Rotary International -- Club President, San Juan Capistrano, CA
United States Marine Corps, Commissioned Communications Officer, Active Duty

Education

Post Graduate Studies – Film & TV Production and Management – UCLA
Master of Arts – Journalism – University of Missouri – Columbia, MO
Bachelor of Arts – Economics – Beloit College – Beloit, Wisconsin