

Biography

"The steps leading to the formation of our firm have been long in the making."

José E. Oller has over 30 years of entrepreneurial and management experience in marketing, strategic planning, customer service, advertising, sales and operations with large, multinational, as well as start-up and emerging organizations. Before starting his own practice as J E Oller Associates, José was Senior Partner and Global Transportation Practice Leader with LAI/TMP Worldwide, Executive Search. Prior to that, José was a Partner with Heidrick & Struggles and helped develop and lead their Global Aviation and Travel & Transportation Practice.

After attending John Carroll University in Cleveland, Ohio, José returned to Puerto Rico where he began his extensive travel and transportation career in the shipping industry. As General Manager for Caribe Shipping in San Juan, José was responsible for all Supply Chain/Logistics, Passenger and Cargo Sales and Services for the Cruise Line Division.

Jose joined Eastern Airlines where he held progressively more responsible positions for ten years. In 1978, he joined the team founding Midway Airlines in Chicago, Illinois; the first airline to be created after the 1978 deregulation of the industry, and was responsible for all sales, customer service operations, telecommunications, reservations and properties and facilities.

He was recruited by Kimberly-Clark Corporation to start up Midwest Express Airlines in Milwaukee, Wisconsin. As Vice President of Marketing and Planning for almost ten years, he was responsible for strategic and fleet planning, scheduling, pricing, revenue management, advertising, sales, CRM/Loyalty marketing, cargo, reservations, distribution, in-flight, information technology, corporate communications, customer service and properties and facilities. The quality of customer service, operational reliability and financial success of Midwest caused José to be recruited by Greyhound Lines, Inc., where as Senior Vice President Marketing & Planning he led the turn-around effort to bring the company out of bankruptcy raising the post-bankruptcy value of the stock from \$11 to \$21 per share in less than six months.

José has placed senior-level executives in the travel & transportation, and a variety of other industries, domestically and abroad.

José is a member of the Council of Logistics Management (CLM) and the Association For Financial Professionals (AFP), and is on the board of Proclaiming The Gospel and The Center For Church Renewal, not-for-profit Christian ministries.