

Bio



**Geoff Falconar,
President
AEROSTUDIES Inc.**

Geoff Falconar has had a diverse career centered around aviation and information technology.

He was raised around aviation, being actively involved in a family aviation business since an early age. His college training centered on Aircraft Maintenance Engineering.

In the mid 1980's, Geoff held management positions for a couple aviation businesses. He then shifted his career to the rapidly expanding information technology sectors, where he held positions in marketing management and business consulting.

In 1997, Geoff was appointed to the region's economic development agency to serve in a high profile position of Industry Director for the Information and Communications Technologies (ICT) and Aerospace sectors. Once his contract was over in 2000, Geoff helped with the business development of some important technology companies.

In late 2000, Geoff was asked to become president of an aviation training technology business. He developed a new strategy for this business and "AeroStudies Online Corporation" was born. The company was just getting going nicely when September 11, 2001 happened, causing the largest industry recession in history. Geoff re-engineered the company to operate efficiently at an extremely low cost and re-branded the company to a simpler "AEROSTUDIES Inc."

In 2002 Aerostudies entered into a major contract with Boeing for development of an Air Safety curriculum administered entirely via the Web, and the company has thrived well ever since.

Faced with complexities and high costs of existing e-Learning systems, Geoff engineered and led the development of "ASCENT Aviation E-training System", the first comprehensive online e-Learning system designed exclusively for the aviation industry. Using ASCENT, Aerostudies developed the 6000+ page online curriculum for Boeing in a little over four months, a tremendous achievement.

Geoff has served on the Board of Directors of several aerospace and technology industry associations. He was Chairman of the Western Aerospace Conference in 1998 and represented aerospace companies on provincial business missions internationally. He has also presented at numerous conferences including the FAA's International Aerospace Training Symposium.

Geoff maintains a strong study of aircraft technical and business topics, particularly in commercial aviation. He has traveled extensively but he still resides in his birthplace of Edmonton, Alberta, Canada with his wife and two children. Geoff is involved in his community including coaching kids soccer and baseball, and a leader in the Scouting organization.