

PROFESSIONAL PILOT **PIREPS**

Celebrating the bizjet marketing genius of James Taylor

James B Taylor, one of the leading innovators in corporate aviation marketing, died on Jan 17 in Bridgeport CT at the age of 81.

Over the course of 25 years working for 4 major airframe manufacturers, he ushered in changes in the way business aircraft are promoted and sold that had a lasting impact on the industry.

Peter Ginocchio, former senior vp of customer service with Dassault Falcon Jet and now the head of a consultancy firm, Aviation Global Support, first worked under Mr Taylor as an engineer on loan from Pan Am to Dassault in 1963. He remembers him as a marketing genius and as a man who always put aviation safety first. He also recalls Mr Taylor's warm personality. "Whatever route you chose he would support you," says Ginocchio. "He was a wonderful boss."

Born in Dec 1921 in New York City, Mr Taylor learned to fly as a US Navy cadet. After WWII he flew with a non-scheduled airline until 1946 when he became vp of sales for Mallard Air Service, northeast distributor for the North American Navion.

From 1948 onward he worked for a metal cap company, returning to aviation sales in 1963 as vp of Pan Am-

erican's new business jets division, established when Pan Am decided to market the Dassault Mystère 20 in the Americas.

Redefining aircraft marketing

Among Mr Taylor's first and most far-reaching decisions were to change the name to Falcon, so making the aircraft more marketable in America, and to solicit input from potential customers that resulted in changes to the aircraft's design.

In 1969 Mr Taylor moved to Cessna as vp and gen mgr of its commercial jet marketing division. It was he who renamed the new Fanjet 500 the Citation, after the horse that won the Triple Crown in 1946.

He also encouraged a change of policy at Cessna which meant that Citations would be sold to corporate customers directly instead of through dealerships. Mr Taylor is also credited with the idea of developing the sale of a single product into a package that included training and maintenance. Both factory-direct sales and service packages were to become standard practice in most of the industry.

In 1976 Canadair invited Mr Taylor to help market the Challenger. Using

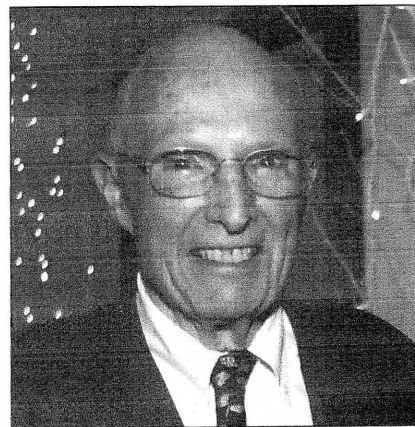


Photo by Jack Sykes

James Taylor shown celebrating his 80th birthday among friends and former colleagues on Nov 30, 2001 at the Fairfield Country Club in Connecticut.

a team of former colleagues he succeeded in selling more than 100 aircraft before the Challenger made its first flight.

Mr Taylor left Canadair in 1985 to become pres and CEO of Gates Learjet. There he was credited with eliminating the firm's multimillion-dollar debt and turning a financially troubled company into an efficient manufacturing entity.

Retiring from Learjet in 1988, Mr Taylor established an aviation management and marketing service under the name James B Taylor Associates.

Awards gathered during a long lifetime include NBAA's Meritorious Service to Aviation award and selection for the *Aviation Week & Space Technology* Laureates Hall of Fame.

"I was in awe of James Taylor's accomplishments," says *Pro Pilot* Publisher Murray Smith. "And what a great judge of character he was! Many of the young men he hired to sell Citations, such as Brian Barents and Dave Hurley, went on to have brilliant aviation careers."

"I was thankful for his friendship and teachings. His critiques of *Pro Pilot* helped me improve the magazine and his articles increased our readership and brought us prestige. He helped me in ways too numerous to count. Yes, I will miss Jim Taylor."

Mr Taylor leaves behind his wife, 3 sons, a daughter and 4 grandchildren.

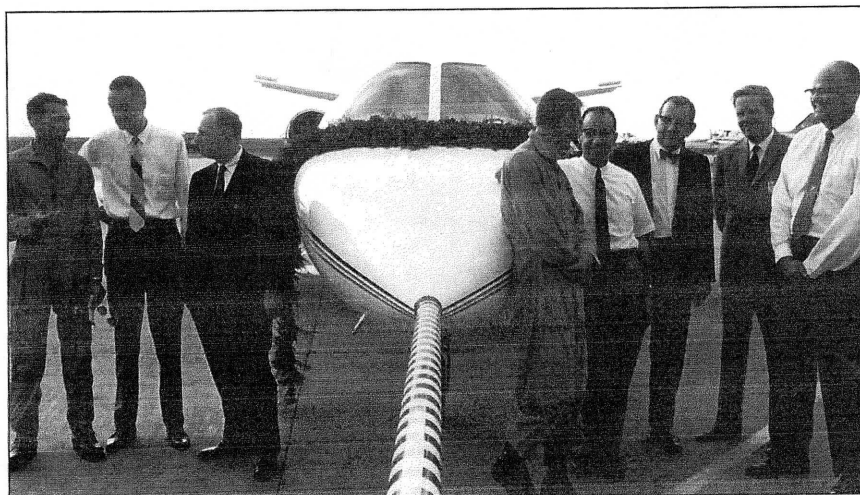


Photo courtesy Cessna

Scene on the ramp at ICT (Mid-Continent, Wichita KS) on Sep 15, 1969, the day of the first flight of the Fanjet 500, later dubbed the Citation at James Taylor's instigation. (L-R) Cessna Test Pilot Milt Sills, Cessna Chairman Dwane Wallace, Cessna Commercial Jet Marketing Division VP James Taylor, Cessna Test Copilot Jim LeSuer, Cessna Military and Twin Division VP and General Mgr Max Bleck, Cessna Aircraft Operations Senior VP Bob Lair, United Aircraft Canada Pres Thor Stevenson and Cessna President Del Roskam.