

*Pat Osborne*  
*Sales Director*  
*Alpha Flight Services*

Sydney based Pat has worked for Alpha Flight Services in Australia for 3 years during which time they were awarded a 6 year contract with Qantas to manage their on board duty free service.

Over the past 18 months the Qantas duty free revenue has enjoyed a 35% increase in revenue, achieved through strong cooperative crew initiatives, retail focused catalogues and a product range matched to customer profiles. In addition the basic foundations of tight stock control and effective cash reconciliation have helped contribute to the success.

In 2000 Pat was the Group account Manager for the Swiss based Duty Free division of British American Tobacco, based in UK for 3 years and responsible for all UK sectors of Airport Shops, Airlines, Ferries, Shipping and Armed Forces.

In that time in the UK Pat worked very closely with Airport retailers Alpha Flight Services, World Duty Free and Nuance to develop revenue enhancing initiatives.

There were many highlights, one was certainly being selected by World Duty Free to partner with them as preferred supplier in order to completely review the lucrative tobacco category and develop strategies for the total category – an initiative that, due to its success, then flowed on to other categories such as Confectionary and Liquor.

Prior to 2000 Pat was General Manager of Rothmans Exports, who at that time were the market leaders in both Duty Free and the domestic marketplace, included in his portfolio were many countries large and small across the Pacific – providing a variety of retail and wholesale experiences.

Pat is married with two daughters, one living in Richmond, London and the other in Homebush near Sydney – just down the road from the famous and spectacular Olympic Games site.