



ACI Global Training Instructor Biography

Joanne Paternoster

Gateway Group One

Course: Developing and Maintaining a Customer Service Culture

Joanne Paternoster's career has afforded her the opportunity to serve in both line and staff functions in the Aviation industry. Before launching Butterfly Consulting and a new career as a management consultant and educator, she held the position of Director for Customer Services and Standards in the Aviation Department of the Port Authority of New York and New Jersey. In that capacity, she was responsible for spearheading the development and implementation of the Port Authority's Airport Customer Service Improvement Program. The program she developed has been recognized as an unprecedented and creative program which takes a holistic approach to service to improve customer satisfaction, net revenues, and, the perception and image of the airports.

Joanne was also responsible for the development and implementation of the Port Authority's award winning Airport Signage Program. The signage system was designed to enable passengers to easily navigate the airports' terminals, roads, parking lots, garages and AirTrain stations utilizing a color-coded approach to navigation. The new, innovative sign system received critical industry recognition and was awarded the prestigious Honor Award by the Society for Environmental Graphic Design, the Society's highest award, the February 2003 issue of *International Design Magazine*, which highlighted the 40 best designs of the new century, named this wayfinding system "the best signage of the 21st Century, bar none."

Joanne managed the Aviation Department's Office of Ground Transportation and provided management oversight for its multi-million dollar parking business. In the last 2 years of her tenure, parking revenues increased by over 10% and EZPass technology was implemented in the parking lots to expedite customers exiting the lots and provide an alternate mode of payment. She also served as the Manager of Operations and Security at LaGuardia Airport and was awarded the Port Authority's Distinguished Service Medal in recognition of her consistent record of exemplary contributions to public service.

She is often asked to speak about important service issues in the aviation industry and she has written a feature article for the Spring, 2006 edition of Airport World magazine on the Importance of Cleanliness at Airports on Customer Satisfaction. She is currently a member of ACI-NA's Marketing and Communications Steering Committee.