

JEAN-CLAUDE BAUMGARTEN

Pro-Chancellor,

Jean-Claude Baumgarten is one of the most influential leaders in global tourism. He was born in Strasbourg and studied at l'Ecole des Hautes Etudes Commerciales de Paris, one of Europe's most prestigious business schools. After graduating he became a Vice-President for the French confectionery company Becco, and later managed sales of US mutual funds in Africa. But in 1970 Jean-Claude moved into the industry where he would make his greatest mark, when he joined Air France as an Assistant Regional Manager in the United States. Later he progressed through increasingly senior posts in East Asia and the Pacific Rim before promotion as General Manager for Japan in 1982, and then successively as Vice-President and General Manager for the United States, and for France.

In 1992-93 he was briefly Executive Vice-President of a French insurance company, but (in his own words) he found this 'boring' and returned to Air France in a series of top executive roles, as Vice-President for the Americas and Asia, and later as Executive Vice-President of Commercial Operations and a Member of the Executive and Strategic Committee. His last Air France appointments, before his retirement in 1998, were Executive Vice-President of Corporate, International and Industrial Affairs, and Advisor to the Chairman.

Of Jean-Claude's many achievements with Air France, two examples stand out. He developed the non-stop Siberian route from Paris to Japan, instead of the staged flight through Anchorage, thus saving \$200,000 per flight and 12 hours on the round trip. And in complete contrast, he worked with the United Nations and the Red Cross when floods of Cambodian refugees fled to Thailand from the Khmer Rouge in the 1970s. He is widely praised as a man who 'delivers': he parachutes into difficult situations, makes friends, rapidly analyses and understands problems - and then solves them.

After his retirement from Air France Jean-Claude established the New York-based company CREWE Associates which provides consultancy and start-up advice for new businesses. In October 1999, he was appointed President and CEO of the World Travel and Tourism Council, where he proved highly resourceful and influential, notably when he launched the World Tourism summits to refocus the tourism industry after the turmoil caused by 9/11.

Jean-Claude Baumgarten has been described as 'an internationalist but one with typical French flair and finesse', and France has awarded him no less than three of its highest honours. He is a Chevalier dans l'Ordre National de la Légion d'Honneur, an Officier de l'Ordre National du Mérite, and a Chevalier des Arts et Lettres. He has twice been awarded the Portuguese Government's Gold Medal for Tourism, and has also received the Anita Garibaldi Gold Medal by the Government of Santa Catarina in Brazil. He has an honorary doctorate of the University of Buffalo in the US.

Jean-Claude Baumgarten is generous in sharing his experience, and his optimism about the future of tourism, with students. He is a good friend of our School of Tourism: last year he opened the BU stand at the World Travel Market in London and is planning to take part in other School events as a mentor for our graduates.

Jean-Claude operates at the highest levels of the tourism industry and its links with government. He is a diplomat, with an ambassadorial approach, making things happen through collaboration and compromise rather than confrontation. Today we honour this world leader in a key strategic industry, a man greatly respected, admired and trusted by his many business associates and contacts around the world.

Pro-Chancellor, I have the honour to present Jean-Claude Baumgarten, and I ask you to confer upon him the degree of Doctor of Business Administration, *honoris causa*.