



SOUTH AFRICAN AIRWAYS

**SAA
Commercial**

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Subject: Benjamin Schubert Reference Letter

To Whom It May Concern

This serves to confirm that Benjamin Schubert is currently employed as a Web and Mobile Specialist in the Digital & Alternate Sales Department within the Commercial division of South African Airways (SAA).

I have been working at SAA in various Senior Management positions for over 16 years and have known and worked with Benjamin for the last 5 of these. I was transferred into the Commercial division from the CIO division in August 2014 to head the portfolio of Digital and Alternate Sales Channels. This portfolio was globally responsible for the South African Airways digital presence which included all digital sales channels. When I joined the department Benjamin was the Online Sales Specialist who was based in Frankfurt, Germany and reported into the local SAA Germany office. Having known Benjamin and understanding the value he could add to the Digital team, I approached him to join us. An agreement was reached and Benjamin was promoted to a Web and Mobile Specialist reporting directly to me from April 2015.

During the period which Benjamin worked under my leadership, he proved to be an immensely valuable asset to the team. SAA had a roadmap for the digital platforms which would see the complete transformation of the digital landscape within an 18-month period. As part of this team Benjamin was tasked to participate and run with several important initiatives simultaneously. These initiatives included the following:

- Project Lead for the implementation of Mobile Booking Engine for SAA
- Implementation of Ancillary Service product sales (Seats & Excess Baggage)
- United States Department Of Transportation (DOT) Compliant Homepage Implementation
- Internet Booking Engine Migration onto the Amadeus e-Retail platform including the subsequent migration onto the DOT compliant DX platform
- Migration of the SAA Online Check-In solution onto the Amadeus DOT compliant DX platform
- Complete Flysaa website redesign project to implement an improved User Experience

Directors

DC Myeni* (Chairperson), WH Meyer (Chief Financial Officer), Y Kwinana*, JE Tambi*(Sierra Leonean), AD Dixon*

*Non-Executive Director

Company Secretary – Ruth Kibuuka

South African Airways SOC Ltd Reg. No. 1997/022444/30

A STAR ALLIANCE MEMBER 

With the implementation of these initiatives SAA achieved very impressive results and in all cases the expected returns were far exceeded in a very short space of time. These achievements would not have been possible if it were not for the hard work and dedicated effort which Benjamin contributed.

Benjamin has a unique set of skills and characteristics which will makes him invaluable to any organization:

- Extremely thorough analytical skillset and attention to detail which allows him to put together quality specifications and anticipate issues that may arise during any development or implementation
- Technologically savvy in the online and digital worlds
- Understanding of IT landscape and processes
- Business and commercial acumen
- Project Management skills
- Effective communicator
- High sense of urgency
- High professional and efficient

In summary Benjamin is one of the most skilful, hardworking and efficient people that I have had the pleasure of working with. I have no hesitation in recommending him to any organization and would gladly be available for a follow up telephonic reference if required.

Kind Regards,



Paul Pavlides

HOD: Digital & Alternate Sales Channels