COPYLOT
Digital Aviation & Sustainability consulting

PIERRE-YVES BÉNAIN

Pierre-Yves Bénain has extensive international experience in creating, launching and commercializing digital solutions for sustainable aviation amongst Airlines, Airports, OEMs, MROs.

He leads complex projects for the aviation ecosystem, drives business transformations and develops innovative, sustainable solutions that align with modern environmental and business challenges.

Pierre-Yves integrates sustainability with digital transformation and partners with your organization to innovate responsibly while ensuring long-term growth.

CONSULTING SERVICES PORTFOLIO

DIGITAL TRANSFORMATION AND INNOVATION

SUSTAINABILITY STRATEGY & IMPLEMENTATION

**INTERNATIONAL MARKET EXPANSION**

PROGRAM & PRODUCT PORTFOLIO MANAGEMENT

BUSINESS DEVELOPMENT & CONSULTATIVE SELLING

"I had the privilege of collaborating with Pierre-Yves on a groundbreaking project leveraging blockchain in aviation. As innovation manager, he seamlessly bridged the interests of all alliance partners, bringing a refreshing perspective and deep expertise to the table. Pierre-Yves's positive attitude, dedication, and knack for fostering collaboration were outstanding. I highly recommend him for his innovative mindset and positive demeanor."

Job Arnold - Executive Director and Cofounder at STRADE
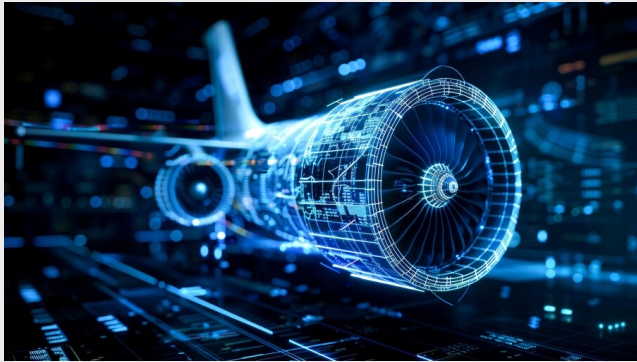
INNOVATIVE DIGITAL TRANSFORMATION

SUSTAINABILITY STRATEGY & IMPLEMENTATION

DIGITAL STRATEGY INNOVATION AND DEVELOPMENT

Design and implement digital transformation roadmaps, tailored primarily to aviation and data domains. Guide and manage innovation portfolios, from ideation to commercialization; ensure alignment with business goals.

PRODUCT MANAGEMENT AND DEVELOPMENT

Launch digital products, use cutting edge technologies like IoT, data management, blockchain; support patenting, manage business cases with focus on profitability and market fit.

MARKET RESEARCH & ANALYSIS

Conduct market research for digital strategy and innovation: industry-specific insights, customer and competitor analysis, emerging trends. Guide strategic decision-making.

CARBON FOOTPRINT ASSESSMENT AND MANAGEMENT

Evaluate, reduce and manage your carbon emissions, integrate data-driven insights, develop carbon reduction strategies. Educate teams to foster a culture of sustainability; ensure adherence to industry standards.

SUSTAINABILITY ROADMAP

Craft a robust sustainability strategy, align with frameworks such as SBTi. Set science-based goals, create a strategic framework, develop a roadmap, guide long-term sustainability transformation.

SUSTAINABLE DIGITAL SOLUTIONS

Embed sustainability into existing and future digital services, particularly within the aviation sector. Design innovative digital strategies, promote eco-friendly operations, support sustainability goals.

MY SERVICE	YOUR VALUE
Define an actionable strategy.	Accelerate your digital transformation.
Leverage innovation practices.	Stay ahead in competitive markets.
Build a go-to-market strategy.	Achieve successful product launches.

MY SERVICE	YOUR VALUE
Innovate with sustainability at the core.	Enhance brand reputation and operational efficiency.
Implement measurable carbon reduction strategies.	Build global sustainability goals.
Comply with evolving sustainability realities.	Drive business growth in new regulations.

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🌐 INTERNATIONAL MARKET EXPANSION

📊 PROGRAM & PRODUCT PORTFOLIO MANAGEMENT

MARKET ENTRY STRATEGY
Analyze and plan new market entry strategy, particularly in the aviation and digital domains.

MARKET POSITIONING
Position products and services, meet market demand, exceed customer expectations.

PRICING & COMMERCIAL STRATEGY
Guide competitive pricing strategy development. Analyze cost, model value-based pricing, craft dynamic pricing strategies fit for market trends.

STRATEGIC PARTNERSHIPS
Identify and negotiate strategic partnerships for enhanced market presence and growth.

PRODUCT PORTFOLIO OPTIMIZATION
Manage and optimize product portfolios, align with strategic objectives and market demand.

RISK MANAGEMENT
Build risk management strategies, ensure program success and stakeholder satisfaction.

PROGRAM LEADERSHIP
Lead large programs, particularly in digital aviation, telecommunications and data management. Deliver on-time and in-budget.

SOFTWARE PROGRAM INTEGRATION
Select and implement Software (e.g., ERP) into programs, ensure alignment of enterprise resource planning with strategic goals, integrate with existing portfolios. Manage RFP process.

MY SERVICE	YOUR VALUE
Guide through international expansion complexities.	Optimize market potential.
	Maximize market entry cost benefit ratio.
	Minimize cross-border risks.
Build win-win partnerships	Drive long-term success.

MY SERVICE	YOUR VALUE
Align portfolio with Strategy	Maximize portfolio value
Integrate systems seamlessly.	Save cost, boost efficiency.
Build portfolio risk management strategy(e.g. ERP)	Minimize portfolio management and system implementation risks
Deliver complex programs	Increase delivery quality.

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BUSINESS DEVELOPMENT & CONSULTATIVE SELLING

VALUE PROPOSITION CREATION
Create compelling value propositions, highlight USPs that resonate with existing and future clients.

SALES STRATEGY DEVELOPMENT
Craft sales strategies, integrate portfolio value proposition, leverage consultative selling techniques, increase win ratios and customer retention.

SALES ENABLEMENT AND TRAINING
Develop and deliver sales enablement programs. Train sales teams to sell customer benefits: value proposition, positioning, customer loyalty.

CUSTOMER ENGAGEMENT
Engage with customers, identify needs, build trust, close deals, drive revenue growth.

MY SERVICE	YOUR VALUE
Articulate products into value propositions.	Enhance competitive advantage.
Embed consultative sales.	Increase sales effectiveness.
Develop a client culture.	Achieve customer loyalty.

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Example of achievement

E-AIRCRAFT DATAHUB
FOR ROLLS-ROYCE

Implementation of **Data Lake,** part of Rolls-Royce Blue Data Thread digital strategy (2017-2020)

Rolls-Royce uses engine data to offer predictive maintenance services to airlines.

While working for SITA, a digital solutions provider for Aviation, Pierre-Yves had the idea of **developing a data lake** jointly with RD2Labs, the digital entity of Rolls-Royce. The idea was to collect, decode, and organize data necessary for **Rolls-Royce's predictive maintenance algorithms**, industrializing the data reporting chain on a large scale.

The project required joining forces with a strategic partner that offers software capable of decoding full flight aircraft data. To find a suitable partner, Pierre-Yves managed an RFP and **established a strategic partnership** with SAFRAN Electronics and Defense to use SAFRAN's Cassiopee software, integrated into the data lake solution.

Pierre-Yves **managed the end-to-end project**, including executive engagement, client relationship, definition and prototyping of the concept, establishment of the **commercial model**.

Pierre-Yves also managed the **onboarding of first airline users,** the recent A350 and B787 fleets of several airlines, to ensure that they accepted to **share their data with Rolls-Royce** through e-Aircraft DataHub.

Once the solution was fully confirmed, Pierre-Yves **concluded the sale** of the e-Aircraft DataHub service for Rolls-Royce and managed its **Industrialization and large-scale deployment** for other OEMs. The second user having purchased the solution was Pratt & Whitney.

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