

Lisa Petschow

AI Product Engineer · Aviation Operations · PAS Flight Training

PROFILE

Lisa brings together aviation operations and digital development. Since 2017 she has supported PAS Flight Training behind the scenes, coordinating aircraft scheduling and administration for initial and annual recurrent pilot training, maintaining training materials across aircraft types and building the digital systems the business runs on.

She has flown as a corporate flight attendant on the Hawker 4000, is emergency trained for Part 91, 125 and 135 operations, and has worked as a web developer and SEO specialist since 1996, building a portfolio of 300+ websites over 30 years. Her current focus is practical AI integration and workflow automation, including the PAS Operations Portal and student certificate systems.

AVIATION EXPERIENCE

PAS Flight Training · Los Angeles

AI Product Engineer · Digital Systems & Aviation Operations · 2017–present

- Coordinates aircraft scheduling and flight administration for initial and annual recurrent pilot training, to FAA standards, and supports pilot onboarding and mentoring.
- Develops and maintains educational materials across aircraft types for PAS pilot trainers.
- Designs and builds internal digital portals, including the PAS Operations Portal, automated training certificates and pilot logbook tools.
- Developing AI architecture and intelligent agents for internal business systems across the PAS network.
- Handles fuel invoices, maintenance expenses and pilot reimbursements.

Corporate Flight Attendant · Hawker 4000 · Los Angeles

2020–2023

- Provided discreet, personalised cabin service to private clients across the United States, with a focus on passenger comfort, safety and confidentiality.
- Carried out pre-flight cabin inspections and post-flight cleaning to keep the aircraft ready to fly.
- Coordinated catering, prepared in-flight meals and set up the on-board welcome presentation.

AVIATION TRAINING & CERTIFICATION

- **Corporate Flight Attendant Training** – Beyond & Above, Florida: emergency procedures for Parts 91, 125 and 135
- Land evacuation, water ditching, window and slide exits, fire response and use of all emergency equipment
- Crew Resource Management (CRM), self-defence and blood-borne pathogens
- CPR / AED, Heartsaver and first aid (American Heart Association); adult and paediatric First Aid / CPR / AED (American Red Cross)



PAS

FLIGHT TRAINING

AT A GLANCE

- **AI-assisted tools** and workflow automation
- **10 years at PAS** – digital systems & operations
- Former **corporate flight attendant**, Hawker 4000
- Emergency trained for **Parts 91, 125 & 135**
- CPR / AED and first aid certified
- **30 years** in web development & SEO, since 1996

BY THE NUMBERS

- 300+** websites developed
- 30** years in web development & SEO, since 1996
- 10** years at PAS Flight Training
- 50** social media accounts managed
- 10** years speaker manager, SMX

CONTACT

PAS Flight Training

Preferred Aircraft Services

+1 909-728-9289

info@pasflighttraining.com

pasflighttraining.com

25 E 26th St, Upland, CA 91784

Training base: Cable Airport

(KCCB)

AVIATION KNOWLEDGE

- Aircraft scheduling, logistics and flight planning support
- Ground safety and emergency procedures
- Airport security and customs protocols
- FAA regulations, ICAO standards, charts and weather reports
- Calendar, travel and expense management

SKILLS

Aviation operations

Aircraft scheduling

Pilot training admin

FAA & ICAO terms

Executive support

WordPress

HTML / CSS

SEO

AI integration

Automation

Digital strategy

Social media

TOOLS

WordPress

Elementor

HTML / CSS

Google Workspace

Google Apps Script

Google Analytics

Mailchimp

Photoshop

Canva

Microsoft Office

Claude AI

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DIGITAL & BUSINESS EXPERIENCE

Wisemonkeys

AI | Web | SEO | Social · 2000–present

- Developed 300+ websites, turning business requirements into responsive WordPress and CMS sites with SEO and e-commerce.
- Combines development with design, content strategy, social media and email marketing, managing up to 50 social media accounts for clients across aviation, medical, education, building, hospitality and retail.

SMX Search Marketing Expo / Search Marketing Summit

Event Coordinator & Speaker Manager · 2007–2017

- Coordinated international SEO and SEM speakers and event logistics in Sydney, Melbourne, New Zealand and Singapore.

The Apartment Service · Tropique Design

Creative Styling & Digital Marketing · 2013–2017

- Head buyer and apartment stylist; produced portal content, social media and a newsletter to a database of 28,000 contacts.

Lined Media

Web Development, SEO & Digital Marketing · 2012–2014

- WordPress, SEM, SEO and social media campaigns for clients including Priceline, Cars Guide and Petstock.

EARLIER EXPERIENCE

- **Vision Training Institute** – Managed seven education and business websites, plus social media and email marketing newsletters
- **Sydney Digital** – Web development and management of client social media accounts, including national brands Aussie Bodies and Body Trim
- **Unique Media** – Developed multiple websites and managed client social media accounts, blogs, SEO and marketing
- **Opentec** (1998–2000) – Helped build and maintain a technology business serving defence, government and financial sector clients, including the Department of Defence and the Commonwealth Bank
- **Federal Airports Corporation** – Lead ground agent airside, overseeing inbound passengers in the new wing of Sydney Airport
- **British Consulate General, Sydney** – Information Officer, diplomatic communications and public affairs
- **The Regent Hotel Sydney** – Sales and Banqueting Executive, coordinating conferences, functions and events at a leading five-star hotel

EDUCATION

- **Corporate Flight Attendant** – Beyond & Above, Florida (Parts 91, 125 & 135)
- **1997** – Bachelor of Information Technology
- **1996** – Information Technology Multimedia Certificate, Pass A with distinctions
- **1995** – Computer Based Training Development: multimedia training and interactive CDs
- **1990** – Effective Customer Service, Drake Personnel