



### Travel Management and Marketing Company -Australia

#### **BUSINESS PROFILE of Max Najar**, edited by F. Sisios, of The Handzon Company

**Max Najar** is a fully accredited and highly credentialed Travel Agent, employed professionally as a *Personalized Travel Specialist* within Axis Travel Centre in South Australia.

He has received the highest awards from within his Industry peers, American Express Travel International and business associations.

He has consistently worked within the Travel Industry since 1978 and now dedicates his professional expertise, experience and services thus:

- ➡ Facilitating personalized Travel arrangements for clients worldwide, who require efficient, effective and consistent in-depth Travel advice, services and creative travel options utilizing his dedicated expertise and access to 24 x 7 servicing in times of need whilst maintaining professional confidentiality.
- ➡ Advising, assisting and solving consumer and industry related Travel related problems and issues upon engagement of his services.
- ➡ Delivering selective Key Note addresses worldwide on a regular basis.
- ➡ Formulating and addressing Business seminars, discussions plus maintaining membership within senior executive Industry and Government boards.
- ➡ Maintaining strong Media links to discuss advice and solve Travel issues, utilizing his long-term expertise, experience, wisdom and Industry connections.

Mr Najar has the ability to merge his knowledge and experiences to assist Clients and Travel Industry with his strong personal passion and enthusiasm. A quick "Google" attests to this.. He engages his services on a strict "**appointment only**" basis for face-to-face discussions or remotely to ensure his availability and to respect the valuable commodity of time.

**Mr Najar has often remarked in his Key Note addresses that "*knowledge is not power*" but "*the common-sense creative use of knowledge is the real power*".**

His ability to maintain a very hands-on approach to his Industry has gained him great respect and connections, allowing him to survive decades of Industry changes and turbulence, setting him apart from his peers.

#### ***Travel Industry related Professional Credentials: (past and present):***

- **CTM- AFTA** accredited Certified Travel Manager.
- **MPMgr-** Certified Practicing Manager, Australian Institute of Management.
- **AAITT:** Member Australian Institute of Travel and Tourism
- **AAIM** – Associate of Australian Institute of Marketing.
- MICROSOFT OFFICE software accredited Office and SBS 2003.
- SABRE Computer Reservations System accredited.
- SAM Computer Reservations System accredited.
- AMADEUS Computer Reservations System accredited.
- GALILEO Computer Reservations Systems-accredited (Platinum level)
- SERKO Computer Reservations System Accounting packages accredited.

## Current Roles:



- **Manager and Director of Axis Travel Centre**, since 1978.
- **Avis Car Rental Advisory Board** – foundation member of the Australian Board.
- **International Keynote speaker** in USA, Asia, Africa, Middle East, Europe, New Zealand.
- **Author of “Travel Maxims”**- highly awarded travel industry book about his Industry life.
- **Internationally referenced within American Express International Travel** for his use and assistance with their *“Worldwide Customer Care Services”* program to assist Travel Agency staff and Managers worldwide , via English/Multilingual VHS, DVD and written staff training manuals and personal advice to relevant industry Managers.
  - **Syndicated Travel Industry privy articles**, *“The Good Oil”* and *“The Max Factor”*.
  - **Conference/Key Note Video : “Max Najjar Live”** produced and sold by TAANZ (Travel Agents Association of New Zealand).
  - **Regular Radio segments**, weekly across Australia, since 1989.
  - **Media references via monthly consumer media** referenced articles for BRW (Business Review Weekly) , AFR (Australian Financial Review), The Adelaide Advertiser, Sydney Morning Herald, The Bulletin, National Business Bulletin and regular contributor for Travel Industry publications, e.g. Travel News, Agent Update, Travel Trade and assorted internet based Travel reports plus local Television Station interviews and Consumer Affair advisory committees.

## Previous Awards/roles/responsibilities:

- **\*AFTA** (Aust Federation of Travel Agents) State Chairman - 5 years
- **\*ATTRP-** (Australian Tourism Training Review Panel) immediate past Australian President.
- **\*American Express Travel** Technology Executive Board member.
- **\*AITT** (Aust Institute of Travel & Tourism) Australian Vice President.
- **American Express Travel- Great Performers Award-** Exceptional leadership.
- **American Express Grand Performers Award-** Exceptional customer services worldwide.
- **America Express Chairman’s Award-** best Travel Manager Worldwide and Australasia.
- **\*Qantas Frequent Flyer** Consultative committee member.
- **Other life-changing positions** : @ Adelaide Teachers College , Music Industry entrepreneur and Rock-band manager, Taxi Driver, School Prefect, Drama director and Hockey captain, Head Drink Waiter, Storeman and Packer, Fruit Orchard worker, Delicatessen assistant, Newspaper Boy.
- **Managing and Leading Axis Travel in receiving over 38 Travel and Business awards since 1978 including** inclusion in Prof .Robert Harris Tertiary travel Industry reference handbook *“The Australian Travel Agency”* referencing Axis Travel as the *“role model”* Travel Agency for Australian Travel students/managers.

## Interests-Hobbies:

- Martial Arts - Wing Chun Kung Fu Life Member (After 18 years, awarded in 2001).
  - Self Defence- Krav Maga Self Defence Tactics (since 2003).
  - Coffee, including his *“LaVazza Coffee”* accredited Certification
  - Gym work, running- previously Hockey and Squash.
  - Other interests include Traveling, Reading (prefers reference-factual and not fiction ).
- Fresh foods, Wines (Australian bias) and Chocolates ( Haighs -Australia) or 70%+ cocoa Belgian

**Life Motto, quoted by Max Najjar :** *“Live life with a passion in what you like doing best, balanced with the highest possible standards of undisputed personal integrity, honesty and controlled assertiveness , without being clouded by the man-made inventions of politics or religion that can create hurt, pain, bias, prejudice and an unbalanced behavior. Always remember that you cannot buy or trade time-so respect this priceless commodity”*