



BUSINESS PROFILE [CV] of Max Najar

edited by Freda Sisios of Handzon Company. manager@handzon.com.au

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

Since 1978 Max has successfully guided and adapted the business strategies of Axis Travel Centre, utilizing his management skills, expertise and experience. His ability to adopt new concepts and introduce creative ideas have been aptly recognized via a collection of over 39 prestigious travel and business awards.

His previous roles as Chairman of AFTA South Australia State chapter, ATTRP Australian President, AITT Vice President, Avis Travel Agent Advisory Board foundation member for 20 years and other executive positions add to his extensive scope of experience and skill sets. Max has been able to combine his travel industry passions and knowledge with the learned disciplines in being an exponent of martial arts training since 1983 into the world of media with over 40 years of consumer radio talk-back sessions in addition to either authoring or being referenced via hundreds of consumer and travel industry print media articles.

Axis Travel Centre Directorship and Management achievements since 1978:

1978-1985-Sole GSA (General Sales Agent), certified to sell KLM and MEA Airtickets to the travel industry.

-1980-Adoption and implementation of Service fees and Booking Conditions, then consider as foreign to Agents.

1989-Australia's first ATAQ (Australian Travel Agents Qualifed) office with all staff qualified, via AFTA.

1990 to 2002-Over 28 Awards in categories from Best Travel Agency, Best Management, Best Staff awards both Nationally and Internationally via AFTA, AMEX and travel industry peers.

2006 - Trademarks of AMEX + AMEX TRAVEL (1068215) held by Max, sold to American Express New York.

2011-Trademark and implementation of the AGENTLINKZ ©™ name and concept, as a unique business entity, that allows mature and experienced travel advisors to become home-based contractors, with options to tap into extra revenue streams that other concepts disallow, with flexible workplace options via Cloud backup systems.

2011 - Trademark and implementation of REDEEM2GO ©™, Frequent Flyer business operations.

2015 - Trademark and implementation of "PRIORITY PORTFOLIO TRAVEL ©™" that is an exclusive client database of Max Najar VIP clientele, with client "By Invitation Only", based on an "appointment only" basis.

-2012 to 2013- .A world-first in marketing via Qantas "Name On Plane" with "Max Najar Axis" painted on aircraft.

2017 to 2022-March 2023 - Free SAFI [Scheduled Airline Failure Insurance], to all clients -**the only agency in Sth Aust.**

Max Najar has previously quoted " *The professional travel agent must maintain a dedicated focus in remaining honest, respectful and clear in our dealings with clients, suppliers and Government departments, whilst promoting our professional services at all times. The professional travel agent is an integral, powerful and relevant conduit between the client and the supplier. We should use our toolkit of privy Computer Reservation Software skills, industry expertise, trusted industry contacts, agency credentials and personal experiences to deliver the highest quality advice and services possible. Our ability to complement what we do in an efficient and time-saving manner should be complemented with our unique human touch, sincere empathy and common-sense logic that no call centre, risky website, or faceless entity can emulate, whilst still acknowledging that technology is an integral part of what we all rely upon.* "

Travel Industry Credentials :

- **Certificate 3 in Media:2010.** University of Adelaide-Radio Adelaide- (Radio stream) accredited as qualified presenter, content editor and program mixer.
- **AUDACITY software Certified** - Sound, messaging and advertising mixing and recording via Radio Adelaide.
- **CTM-** Certified Travel Manager via ATAQ and other AFTA endorsed programs.
- **AAITT:** Member Australian Institute of Travel and Tourism
- **AAMI** – Associate of Australian Institute of Marketing.
- **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.
- **TRAVEL OPERATIONS CERTIFICATION** - College Adelaide -Distinctions 1978-1982
- **IATA Fares and Ticketing 1 + 2**, Advanced Fares and Promotional fare: 1978-1984

Previous Roles / Awards / Responsibilities:

- **AFTA** (Australian Federation of Travel Agents) **State Chairman** 1990-1993(3.5 years) 2
- **AFTA Federal Chapter** contracted author to provide templates to AFTA for Service Fees (2 versions), Booking Conditions and Confirmation letters.(1983 to 2005)
- **AVIS Travel Agents' Advisory Board (foundation) Member** 20 years+ (1995 ++)
- **ATTRP- (Australian Tourism Training Review Panel)** past Australian President.(3 years)
- **American Express Travel** Technology Executive Board member. (6 years)
- **AMADEUS-SERKO Advisory Board Member** (NZ).
- **AITT** (Aust Institute of Travel & Tourism) Australian Vice President.(3 years)
- **American Express Travel- Great Performers Award-** awarded for "exceptional leadership skills".
- **American Express Grand Performers Award-** for "delivering exceptional customer services worldwide."
- **American Express Chairman's Award-** "best Travel Manager Worldwide and within Australasia."
- **Qantas Frequent Flyer** Consultative committee member,
- **Ansett** Advisory Board member and Golden Wing Agency board member.
- **"The Australian Travel Agency" book**, by Prof. Rob Harris , Axis Travel referenced inclusion as role-model
- **International Keynote speaker** in USA, Asia, Africa, Middle East, Europe, New Zealand,Australia.
- **Radio Adelaide "Great Inspirations" program 2010-2011-** Presenter, Producer and Announcer.
- **Author of "Travel Maxims"**- highly awarded travel industry book about his Industry life.
- **"Worldwide Customer Care Services" Training and Mentoring program** , financed by AMEX to train their International travel agency staff, using the skillsets and expertise of Max Najar in how to manage client WWCC expectations,translated into over 14 languages via VHS, DVD and written staff training manuals.
- **Authoring syndicated Travel Industry** privy articles, "The Good Oil", "The Max Factor" and "The Bottom Line" via numerous regular Travel, Tourism and Hospitality industry publications, 1980 -2020.
- **TAANZ Conference/Key Note Video:** "Max Najar Live" produced and sold by TAANZ.

Over 5,000 talkback Radio segments in Australia, USA West Coast and BBC London . Beginning in 1974 as a guest on "The Album Show" on Radio 5KA -Adelaide , thereafter from 1978 in regular travel talkback sessions with tagged intros like :*"the travel guru"* or *"what he doesn't know about travel would fit on a piece of confetti..."*

Media references via monthly consumer media articles for BRW (Business Review Weekly), AFR (Australian Financial Review), The Adelaide Advertiser, The News, Sydney Morning Herald, The Bulletin, National Business Bulletin, plus regular contributions into industry publications, e.g. Travel News, Agent Update, Travel Daily, Travel Bulletin, Travel Weekly, Travel Trade , Karry On plus many other Travel publications. **Past Past Life Experiences** : Music Industry entrepreneur and rock-band manager, Adelaide Teachers College (English & Drama), Taxi Driver, Hotel Head Drink Waiter, Simpson-Pope Storeman and Packer, Cinema screen advertising salesman, High school Prefect- SRC President - Drama director, producer and actor - Hockey Captain, Delicatessen employee,Fruit orchard worker, Newspaper delivery boy.

Current professional role(s)

Co-Managing Axis Travel Centre with adaption of new business strategies to allow the agency to survive the many challenges out there whilst contemplating other options to lead the travel industry into the future

- **Self Defence and Martial Arts** : Practicing in Krav Maga including Brazillian Ju Jitsu and Filipino Stick fighting . **Martial Arts** - Jim Fung Wing Chun Kung Fu Life●Member (awarded in 2001 after 18 years)
- **Ad-Hoc MMA** (Mixed Martial Arts) training and sparring.
- **Coffee purist**, Accredited via "LaVazza Coffee" and "South Australian Coffee Academy" certification.
- **Current regular Gym work** , swimming and running. Previous being squash and hockey.
- **Other interests** include Music , world traveling; reading (prefers factual reference style and not fiction).
- **Self-confessed "foodie"**- fresh fods, quality Wines (Australian bias) & Chocolates (Haighs -Australia)
- **Life motto,quoted by Max Najar** :*" Live life with personal passion in all that you do , but complement this with the highest possible standards of undisputed integrity, honesty and controlled assertiveness , without being clouded by the man-made inventions of politics or religion that can create a bias that may deliver hurt and pain with negative prejudices.Respect the life component of time as there is no amount of money or assets or ego that can buy or trade or receive credit for lost time. All memories we live and die with are built within a framework of time, which is a priceless life asset.My lifelong religion is music. I invest my time and honor good quality human and animal relationships as I travel the world , absorbing and respecting other cultures , lifestyles , music and foods , to maximize my memories"*