

# CARLOS HELFER

Experienced Project Manager seeking a challenging technical program management role where I can leverage my 10 years of expertise in engineering and product development. Open to both on-site and remote opportunities to drive innovation and efficiency.



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## SKILLS

Agile Project  
Management  
  
Lean  
Management

Product Life Cycle  
Management  
  
Certified Product  
Owner

Confluence  
  
Continuous  
Improvement

MS Project  
(PPM)  
  
MS Office  
Applications

Certified Scrum  
Master  
  
JIRA

IFEC, MRO, STC

## EDUCATION

**MS in Project Management** Boston University MET April 2023

**Bachelor of Industrial Engineering** Universidade da Amazonia – Brazil December 2010

**Certifications** Safe Agilist, Safe Practitioner, Scrum Master, Product Owner, Product Management



## EXPERIENCE

### PANASONIC AVIONICS CORP

**Project Manager I**  
Jan 2015 – Jun 2019

**Project Manager II**  
Jun 2019 – June 2022

**Project Manager III**  
June 2022 – Present

### Roles and Responsibilities

- Aviation Product Lifecycle Expertise: Comprehensive understanding from design to maintenance and support.
- Aerospace & IFEC Experience: Immersed in Aerospace and In-Flight Entertainment & Connectivity sectors.
- Aviation Standards: Familiar with benchmarks such as DO-160, DO-178, FAA/EASA Certification Standards, ASO9100, ISO9001
- Technical Acumen: Skilled in connectivity, avionics, and commercial aircraft setups.
- Stakeholder Engagement: Proficient in uniting diverse stakeholder viewpoints to reach consensus.
- Time Management & Discipline: Consistently manage tasks within tight deadlines.
- Communication: Exceptional presentation and interpersonal skills across organizational levels.
- Regulatory Awareness: Basic familiarity with FAA/EASA STC processes.
- Linefit & Retrofit Insight: Hands-on experience with aviation industry programs.

### Project Execution

- Scope Management: Craft and uphold project blueprints focusing on scope, timelines, risks, and budget.
- Relationship Building: Nurtured ties with clients, third-party vendors, and airframe producers throughout project phases.
- Review & Coordination: Headed technical and design reviews alongside customers, partners, and manufacturers.
- Customer Requirements: Assured all client needs, spanning technical to support, were integrated and managed.
- Installation Coordination: Collaborated with MROs for seamless product installation.
- SLA Management: Ensuring product reliability and network efficacy.
- Issue Resolution: Supervised the identification, reporting, and mitigation of in-service challenges with all pertinent stakeholders.

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## KEY ACHIEVEMENTS

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### ➤ **United Airlines Digital Marketing & Monetization Strategy (2023-Present)**

- Leading the development and integration of United Airlines' digital marketing strategy for IFE, heavily focusing on monetization through targeted advertising and personalized passenger experiences.
- Driving strategic partnerships to optimize ad placements, ensuring seamless integration with Panasonic's IFE platform.
- Enhancing the airline's revenue stream through data-driven personalization and martech-based solutions.

### ➤ **United Airlines Starlink Connectivity Integration (2025-Present)**

- Leading the integration of Starlink antennas into United Airlines' fleet to enhance in-flight WiFi connectivity.
- Coordinating seamless compatibility between Starlink's high-speed internet services and Panasonic's IFE system and United applications.

### ➤ **United Airlines Single Aisle Retrofit (2023)**

- Led the integration of the IFE system across the Airbus A319/320 and 737-700/800/900 fleet from 2021 to 2022.
- Coordinated with multiple vendors and ensured a streamlined supply chain to meet United's aggressive retrofit timeline, targeting 66% completion by end of 2023 with a potential full project wrap-up by late 2024.
- Overcame challenges and leveraged the relative ease of retrofitting narrow-body aircraft, ensuring timely and quality delivery, while also preparing for the flexibility of fleet adjustments in upcoming years.
- Managed the transition strategy for United's A319/A320 fleet, assessing the feasibility of IFE integrations on older aircraft, and coordinated the shift from Panasonic Avionics connectivity to the Viasat platform for unified in-flight connectivity.

### ➤ **United Airlines Bluetooth Implementation Project (2021)**

- Led Bluetooth integration for United Airlines' "United Next" on Boeing 737 Max 8, shifting from 3.5mm jacks to modern wireless audio.
- Collaborated with Panasonic Avionics, leveraging their research and prior experience with Bluetooth in-flight systems.
- Navigated challenges of simultaneous Bluetooth connections, ensuring a seamless passenger experience.
- Positioned United at the forefront of in-flight entertainment tech, influencing industry trends and airline partnerships.

### ➤ **Panasonic Avionics' Satellite Communications Integration (2018)**

- Led the rollout of Panasonic's 3rd-gen satellite communications network, elevating in-flight connectivity for multiple airlines.
- Pioneered a new satellite modem with Newtec, achieving a 20-fold increase in bandwidth, supporting high-speed internet, streaming, and enhanced TV quality.
- Managed performance via Panasonic's Customer Performance Center, streamlining network efficiency and customer response.
- Employed real-time content management through ZeroTouch™ and initiated data analytics for targeted advertising.
- Contributed to a global network footprint: Over 1,800 aircraft connected, with a projection of 10,000 by 2025.

### ➤ **Leadership in Emirates' Boeing 777-300ER Project (2017)**

- Piloted groundbreaking IFEC innovations in partnership with Panasonic, showcased at the Dubai Airshow.
- Introduced the 'ice platform', offering unparalleled seat back display clarity and passenger engagement.
- Unveiled industry-firsts: First Class 'Room Service Video Call' and a 23" HD Smart Monitor in Business Class.
- Revolutionized Economy Class tech, achieving a 35% weight reduction.
- Participated on the extension of Panasonic Avionics Corp. and AeroMobile's agreement with Emirates, overseeing the integration of 84 eXPhone systems on Boeing 777-300ERs and 777-200LRs. Led risk analyses, requirement gathering, and quality assurance to ensure seamless in-flight mobile connectivity.
- Led the line-fitting of eXPhone systems on new Emirates' Boeing 777-300ER aircraft and retrofitting on existing ones, directing both software and hardware integration teams. Enhanced inflight GSM, voice, SMS, and data services, ensuring an elevated communication experience for passengers.