

# Curriculum Vitae: Mr. Mordechai. Ben-Ari

## Personal Status:

Born 1920, married, 3 children.

## Education:

MA, Hebrew University of Jerusalem:  
History, Sociology, Philosophy and Statistics.

## Principal Career

1943–1945

Member of Hagana Command – Jerusalem.

1945–1948

Member of Hagana Command–Northern Galilee.

1948–1950

Commander in *HaBricha*, a special immigration organization of the State of Israel, for Austria and Eastern Europe (headquarters, Vienna). Director of the *HaBricha* central immigration office, 1949–50.

1950 – November 1979: *El Al Israel Airlines Ltd.*

1950–1956 Director, Cargo and Mail Department.

1956–1958 Deputy Director, Commercial Division.

1958–1960 Director, Marketing and Sales Division.

1960–1967 Vice President, Commercial.

1967–1977 President and Chief Executive Officer.

1977 – November 1979 Chairman of the Board.

1980–

- Principal advisor and special envoy, International Air Transport Association (IATA).
- Member, Board of Directors, the Finance and Trade Bank, Tel Aviv, Israel.

## Other Positions

1967 – 1979

Chairman, Arkia Israel Inland Airlines.

1970–1979

Chairman, Teshet – Tourist Enterprises and Aviation services.

1971–1979

Chairman, Laromme International Hotels.

1976–1979

Chairman, El Al Charter Services Ltd., Sun D'Or.

1971–1978

Member of the Board of Directors, Bank Hapoalim Ltd.

1974–1977

Member of the Prime Minister's of Israel Advisory Committee for Tourism.

1970–1975

- Member of the Board of Governors, Jerusalem Management Institute.
- Member of the Board of Governors, The Israeli Opera.
- Member of the Board of Governors, The Tel Aviv Conservatory of Music.
- Member of the Legal Advisory Committee for Government-Controlled Corporations in Israel.

1978–1980

Member of the IATA Executive Committee, Security Policy Subcommittee

### Principal Speeches:

May 1968

“Problems of International Aviation in the Seventies” – International Aviation Club, Washington D.C.

1968

“20 years of El Al Israel Airlines” – International Symposium on Aviation, Tel Aviv, Israel.

### 1969–1976: Annual General Meetings of IATA

- “The Role of an International Airline in the Life of a Small Community,” Symposium on the problems of international aviation in the seventies
- “The Future of IATA”
- “Airline Security and IATA”
- “Solution of the Economic Problems of International Aviation”
- “IATA – Time for change: New classes of services and tariffs, as a solution to economic problems of International Scheduled Aviation”

June 1978, The National Aviation Club, Washington D.C.

“Freedom of the Skies: A new policy for International Aviation”  
(Twice reprinted in the Congressional Record, introduced by Senator Charles Percy and Rep. John Anderson.)

## Major Policy Contributions in International Aviation and Tourism

1962, IATA Traffic Conference, Chandler, Arizona, USA.

Introduction of Non-Affinity Group Fares as replacement for Charters.

Abolition of Charters between Israel and Europe, and between Israel and North America.

1963–1978

Worldwide Deregulation of Non-Affinity Group Fares.

1973–1978

IATA AGM's proposals for introduction of revised service on scheduled airlines: First Class; Business Class; Holiday Class. (Proposals currently implemented by many airlines, including Laker's Sky Train, Air France's Classe De Vacances, and the business class under various names in several airlines.)

1972–1975

Initiation of 747C – convertible aircraft, world wide.

1968–1978

Conceptual initiation of security policies for governments and airlines.

## International Negotiations

1957–1967

IATA Traffic Conferences – Chief Delegate of El Al.

1967–1979

IATA AGMs and policy working groups – Chief Delegate of El Al.

1957–1980

Bilateral negotiations with foreign countries on aviation matters, on behalf of the government of Israel – Head of El Al delegation.

1978

Renegotiation of the US–Israel Bilateral Air Agreement – Chairman, for the Israeli Minister of Transport, of the policy making group.

October 1979

Hearings on CAB show-cause order for international aviation – Chief witness, El Al Israel Airlines.