



Born in Switzerland and following initial studies in engineering with the Swiss Federal Institute of Technology in Zürich I started a 32-year professional career in both civil and military aviation. During the 32 years with Swissair I was an operational airline pilot, flight instructor, fleet manager and completed my civil aviation career besides flying airliners as General Manager Human Factors Training. I commenced my parallel career in the Swiss air force as a fighter pilot and flight instructor, was a squadron's CO for eleven years and completed my service duty as Colonel / Group Captain in 2000.

After a 5-year postgrad (1976-1981) in psychotherapy I had the opportunity to introduce human factors and leadership training into Swissair and into the wider aviation industry, got involved in international scientific associations and was on the Board of the European Association for Aviation Psychology (EAAP) for 8 years.

As an EAAP registered Aviation Human Factors Specialist I received the 2008 Award for 'outstanding International commitment and achievement in Aviation Psychology'.

I had the privilege of participating in the design and implementation of the European regulation of Human Factors training related to licensed aviation personnel. In New Zealand I had the privilege to serve the TAIC (Transport Accident Investigation Commission) as a HF specialist.

Between 1999 and 2004 I was appointed the manager of the aviation subproject in the Daimler-Benz Foundation's research project 'Group Interaction in High-Risk Environment'. Two PhDs and one Master thesis have been published in the context of this aviation related research with the strong focus on NOTECHS (Nontechnical Skills in aviation) as the forerunner of the next generation NTS systems in medicine (ANTS, NOTSS), rail and beyond.

Following the collapse of Swissair in 2001, my wife Andrea and I founded Gemako Ltd specialising in consulting, coaching and (management) training in aviation, rail and medicine in Switzerland and Germany. To support the training, we developed a team training computer simulation 'GemaSim' (www.gemasim.com).

In 2003 I was invited to design and implement the first IOSA (IATA Operational Safety Audit) auditor's training course and consequently became an IOSA (airline) auditor myself.

Werner Naef

In 2003 Air New Zealand invited me to support their introduction of the A320 and preparing the airline 2004 to get through its first IATA Operational Safety Audit.

In 2005 we started our own business in NZ, specialising in training for auditing, leadership, team development, stress management and performance enhancement. GemaSim enhances our own training methodology and supports training initiatives in Australia, USA (United States Air Force) and Europe (such as NATO Europe, Swiss Air Force or Swiss Federal Rail Corporation).

In 2007 we were offered the exclusive rights to Process Communication Model® (PCM) in Australia and New Zealand and got certified in the US as PCM Master Trainers. Since then, we focus on the proliferation of PCM by licensed providers delivering PCM training, coaching and consulting across both countries and to a broad range of industries.

Significant organisations such as the Royal Australasian College of Surgeons (RACS), the Australian and New Zealand College of Anaesthetists (ANZCA) or the Royal New Zealand College of General Practitioners (RNZCGP) have accredited PCM in the context of their Continuous Professional Development programmes.

Pre COVID, we had the privilege to train a broad range of customers in PCM across New Zealand, Australia, Europe, USA and India. Healthcare, airlines, rail corporations, air traffic control organisations, insurance corporations were amongst the areas where we had the privilege to introduce PCM. Whenever in Europe I had the privilege to teach PCM at a Swiss Technical University.

Working as a certified coach, PCM supports our clients in an effective way.

As Chairman of KCO's Board, my focus is on market and business development, marketing, customer relations and training of new PCM Certified Providers. I'm also enjoying opportunities for online / phone coaching, for f2f seminar delivery whenever possible, or online PCM training whenever required by our customers in Oceania.