



GEOFF EDLUND
President, Papillon Grand Canyon Helicopters

In Geoff Edlund's own words, "serving as third generation president of Papillon Helicopters is both an incredible honor and tremendous responsibility." As president, Edlund oversees Papillon's Nevada helicopter operations and plays a primary role in the direction of the company's sales and marketing efforts.

Edlund grew up with a front row seat to the tour industry. He is the son of Brenda Halvorson, the company's chief executive officer and the grandson of Elling Halvorson, founder and chairman of the board.

Prior to joining Papillon, Edlund spent 13 years as a senior investment manager in Seattle's commercial real estate market where he was responsible for the operations of more than 3,000 multi-family housing units. He credits his entrepreneurial spirit to growing up surrounded by a family business and he looks forward to continuing the legacy by one day passing the torch onto a fourth generation.

Edlund graduated from Arizona State University with a degree in Small Business and Communication. He also attended the University of Granada in Granada, Spain and is a graduate of Helicopter Association International's (HAI) Helicopter Operator Management Program.

In addition to his operational duties, Edlund also manages Papillon's charitable contribution program, working with numerous charities around the country in their fundraising efforts. He is an active member of the Young Presidents Organization (YPO), Tour Operators Program of Safety (TOPS), Helicopter Tour Operators Committee (HTOC) and HAI, along with participating in the National Park Overflight Advisory Group (NPOAG).



#