

Keith Martinsen

Keynote Speaker

Captain Keith Martinsen has spent over thirty five years as a pilot in the aviation and airline industry. During the course of his career, in addition to his flying duties, Keith held positions as Managing Director, Director of Operations, Chief Pilot, Check Pilot, Pilot Training Instructor and Manager of Human Factors Training and Development.



Keith understood the complexities of this dynamic industry. He recognized deficiencies within the airline safety system which prompted his pursuit down a path seldom followed by his peers during those early days.

During the late seventies and early eighties pilot training focused entirely on technical proficiency. There is no dispute, a pilot's technical skills to safely operate a jetliner are extremely important. Interestingly, analysis of accidents occurring during that period, determined pilots did not lack technical proficiency; rather limitations of the human condition were the contributing factors in many accidents. Statistics revealed that eighty four percent of these accidents were a result of "Human Factors Errors". (NTSB statistics)

These statistics triggered the beginning of a new era in the cockpit with the implementation of Crew Resource Management (CRM). CRM principles focus on the dynamics of crew performance and managing human error. New training programs were designed to teach and support these principles.

Keith identified interesting parallels between aviation and other industries. He now assists industries with their safety challenges by adapting successful strategies he has researched, experienced, and taught for many years in aviation.

Keith's "Error Management Seminar" showcases his in-depth knowledge, commitment, enthusiasm, and passion to establish a safe workplace. This address explores the concepts and principles that led the aviation industry to recognition as the safest mode of transport in the workplace.

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