Sindy Foster — Media Kit & Bio

Nov 25, 2026 · @Sindy

At a glance

Sindy Foster is a London-based aviation analyst, strategic consultant, speaker and entrepreneur with more than 25 years' experience across aviation, marketing and digital retail.

Name	Sindy Foster
Titles	Principal Managing Partner, Avaero Capital Partners · Founder & Managing Director, NYLON Marketing · Founder, My Small Space Ltd
Based	London, United Kingdom
Expertise	Airline economics and strategy, aviation investment, airports and hubs, emerging-market aviation, reputation and positioning, digital retail
Markets	UK, Europe, the Middle East, the Americas and Africa
Education	BA (Hons) Economics, University of Sussex
Website	sindyfoster.com
LinkedIn	linkedin.com/in/sindyfoster
Media & speaking	media@nylon-marketing.com

> "Better commercial decisions are made when strategy is informed by evidence rather than assumption, and economics rather than anecdote." — Sindy Foster

Bios

Three lengths, ready to paste into programmes, introductions and articles.

Short (50 words)

Sindy Foster is an aviation analyst and Principal Managing Partner of Avaero Capital Partners, advising airlines, airports and investors on strategy, economics and investment. A regular commentator in international business media and a conference speaker and moderator, she also founded NYLON Marketing and My Small Space Ltd.

Medium (100 words)

Sindy Foster is an aviation analyst, strategic consultant, speaker and entrepreneur with more than 25 years' experience. As Principal Managing Partner of Avaero Capital Partners, she advises airlines, airports, investors and governments on aviation strategy, economics and investment, with deep expertise in Africa, the Caribbean and South America. She is regularly interviewed by the BBC, CNBC, CGTN, Arise News, African Business and EnterpriseAM, and speaks at events including WTM London. She founded NYLON Marketing, a strategy-led consultancy for complex, high-value sectors, and My Small Space Ltd, whose platforms connect shoppers with more than 400 UK retailers. She holds a BA (Hons) in Economics from the University of Sussex.

Long (250 words)

Sindy Foster is an aviation analyst, strategic consultant, speaker and entrepreneur who helps organisations strengthen their competitive position through strategy, economics and market insight.

As Principal Managing Partner of Avaero Capital Partners, she advises airlines, airports, investors and public-sector stakeholders on aviation strategy, economics, commercial performance and investment, with particular depth in Africa, the Caribbean and South America. Her analysis of airline economics, Gulf carriers, airport infrastructure and aviation policy features in international and regional media including the BBC, CNBC, CGTN, Arise News, African Business, The Africa Report, EnterpriseAM, Simple Flying and AFP. She speaks and moderates at industry events, from WTM London to the Nigeria Aircraft Acquisition & Investment Summit, where she ran the Civil Aviation Entrepreneurship Clinic.

Sindy began her career with thirteen years in barristers' chambers in London, then trained as a journalist. She co-founded the Shere Marketing Group, growing it from four people to a five-division group of 24, named one of the UK's ten fastest-growing B2B marketing communications agencies. In 2010 she founded NYLON Marketing, a strategy-led consultancy that has placed clients in Forbes, Bloomberg, Reuters and leading trade media.

In 2017 she founded My Small Space Ltd. Its platforms, MySmallSpace and My-Boutique, connect shoppers with more than 400 UK retailers, and MySmallSpace has passed three million users.

She was named one of Aviators Africa's 21 Changemakers of 2021 and among the Top 100 Aviation Business Leaders in Nigeria. She is a member of the Royal Economic Society, the Women in Economics Network and The Aviation Club UK, and an alumna mentor of the Cherie Blair Foundation for Women. She holds a BA (Hons) in Economics from the University of Sussex.

Ventures

Sindy leads three companies across aviation advisory, strategic marketing and digital retail.

Company	Role	Since	What it does
Avaero Capital Partners	Founder & Principal Managing Partner	2019	Aviation strategy, economics and investment advisory for airlines, airports, investors and governments, with deep expertise in Africa, the Caribbean and South America
NYLON Marketing	Founder & Managing Director	2010	Strategy-led consultancy for positioning, reputation and influence in aviation, infrastructure, energy, engineering, technology, mining and the built environment
My Small Space Ltd	Founder	2017	Digital retail: MySmallSpace (home, 300+ UK retailers, 3M+ users) and My-Boutique (fashion and lifestyle, 100+ UK retailers)

Speaking topics

Sindy speaks, moderates and runs workshops on four themes, for industry conferences, investor forums, universities and broadcast.

1. **Airline economics, strategy and investment** — why airlines win or fail, cost structures, fleet and financing decisions, and what makes an aviation business investment-ready.
2. **Global networks, hubs and disruption** — how hubs are built, how carriers like the Gulf airlines adapt to fuel shocks, airspace closures and supply-chain delays.
3. **Travel tech: build, buy or partner** — risk, return on time, people and capital, legacy systems and the real limits of agentic AI for airlines.
4. **Emerging-market aviation** — Africa, the Caribbean and South America: market access, policy, regulation and the case for evidence-led reform.

Also available: entrepreneurship (building five businesses on three continents), brand storytelling and reputation in high-value sectors, and careers in economics.

Formats: keynote, panel, moderation, fireside chat, workshop or clinic, broadcast and podcast interview.

Selected speaking

Recent and notable appearances, newest first.

Date	Event	Role
Nov 2026	WTM London 2026, Future Stage	Panellist: Buy, build, back or partner? Travel tech, risk and agentic AI for airlines
Apr 2026	Nigeria Aircraft Acquisition & Investment Summit (NAAIS) 2026	Speaker on aircraft acquisition in Africa; facilitator, Civil Aviation Entrepreneurship Clinic
Nov 2025	FAAN National Aviation Conference 2025, Lagos	Speaker
Mar 2025	Inspiring Careers in Economics, University of Manchester with the Royal Economic Society's UK Women in Economics Network	Speaker
Jul 2024	Middle East Investors Summit and Expo, Abuja	Speaker: trade and investment in Africa
Sep 2022	British Business Group Lagos, Flight Night	Panellist: Aviation in Nigeria, the present and future

Date	Event	Role
Jul 2022	The Airspace Africa Podcast, Episode 1	Guest, with airline executive Sean Mendis
Oct 2021	Aviators Africa, Aviation Leadership CEOs Forum	Speaker: Corporate governance and sustainability in African aviation
Oct 2021	The Word Architect Podcast (USA)	Guest: Strategically thinking big
2020–21	Aviation Hub on Clubhouse	Co-founder and co-host of a weekly aviation show
Oct 2020	Startup Grind Capital Region NY, with Google for Startups	Speaker: How to launch 5 businesses on 3 continents
2017	Women Startup Competition Europe	Speaker and lead mentor

Media and broadcast

Sindy gives independent analysis on airline strategy, aviation economics, airports, policy and investment.

Broadcast: BBC Radio · BBC Africa · CNBC · CGTN Global Business Report · Arise News Global Business Report

Print and online: AFP · Forbes Africa · Simple Flying · Jeune Afrique · EnterpriseAM · The Africa Report · African Business · Business Airport International · Retail Systems

Date	Outlet	Story
Nov 2026	EnterpriseAM	Gulf airports risk opening before airlines have the passengers and jets to fill them
Oct 2026	EnterpriseAM Logistics	Fuel costs are making Gulf airlines rethink how long to keep older jets flying
Feb 2026	African Business	Qatar Airways looks to build on Kenya Airways partnership
Jan 2026	Arise News (TV)	Breaking the aviation contraction loop
Nov 2025	Retail Systems	A consumer revolution: how Gen Z and Gen Alpha are rewriting the retail playbook
Oct 2025	African Business	US draws closer to Ethiopia with backing for $10bn airport

Date	Outlet	Story
Jun–Jul 2024	Aviation & Allied Business Journal	Cover story: Aircraft acquisition in Africa: any lessons learned?
May 2024	The Africa Report	US stands to benefit more than Nigeria from open-skies agreement
Aug 2022	AFP, via Africanews	Emirates to suspend Nigeria flights over blocked funds
2022	Simple Flying	Lagos has a new international terminal but most airlines aren't using it
Jul 2018	Business Airport International	Build the brand

Video: interview playlist on YouTube

Publications, recognition and memberships

Publications

- *Global Airline Strategic Benchmark 2025* — Avaero Capital Partners, April 2025. Curated strategic intelligence for aviation growth and resilience. Request a copy: info@avaerocapital.com
- *The Aviation Contraction Loop* — a three-part analysis of how demand, capacity and unit costs reinforce each other in emerging aviation markets (Avaero Insights, 2026)
- *The Making of a Hub* — Ibom Air Fulcrum Magazine, 20th edition, 2026

Recognition

- Changemaker 2021, Impact — Aviators Africa Tower Awards; one of 21 Changemakers alongside the CEOs of Ethiopian Airlines, Kenya Airways and RwandAir
- Top 100 Aviation Business Leaders in Nigeria 2021 — ATQ News
- Avaero Capital Partners: Best International Aerospace & Aviation Consultancy 2026 (Wealth & Finance International) and Aviation Consultancy of the Year 2023 (Corporate LiveWire), among other awards

Memberships and mentoring

- Royal Economic Society
- Women in Economics Network
- Nigeria Economic Summit Group, Aviation Thematic Group
- The Aviation Club UK
- Alumna mentor, Cherie Blair Foundation for Women

Booking and contact

For interviews, commentary, speaking and moderation, contact the media desk; Sindy is based in London and available in person or remotely.

Enquiry	Contact
Media, speaking and moderation	media@nylon-marketing.com
Aviation advisory and reports	info@avaerocapital.com
General	sindy@sindyfoster.com
Online	sindyfoster.com · LinkedIn

Introduction line for hosts: "Sindy Foster is an aviation analyst and Principal Managing Partner of Avaero Capital Partners, and the founder of NYLON Marketing and My Small Space Ltd."

Name and title style: Sindy Foster, Principal Managing Partner, Avaero Capital Partners. Please spell it Avaero, not Avero.

Headshots: high-resolution portrait and stage photos available on request.