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War Plan Juan: The Strategy of Juan Trippe and Pan Am in Latin America and Africa Before and During World War 2.

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Abstract : This study is a historical examination of the relationship between the United

States War Department and Pan American Airways before and during World War II. The author assesses the importance of strategic thinking for both military and business leaders. This paper specifically examines the strategic vision and efforts of Juan Trippe, president of Pan American Airways. Trippe lays the foundation for his corporate empire by establishing meaningful relationships with key individuals from the crypt of the Skull and Bones society to the halls of the War Department. From these relationships Trippe is able to engineer conditions to earn secretive, advantageous government contracts to build dozens of airbases throughout Latin America and Northern Africa. With President Roosevelt's help, Trippe is able to turn the Latin American and African airstrips from defensive contingency bases before the war to offensive lifelines during the war against the Axis. The final section of this paper examines the characterization of Trippe as a heterogeneous engineer and strategist who shaped the context of situations to his advantage.

Descriptors : aircraft industry , second world war , leadership , department of defense , landing fields , strategy , commerce , commercial aviation , national politics , national security , military history

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