

## Portside Acquires Baldwin Safety & Compliance to Further Enhance Global Aviation Operating System

*Adds essential capabilities to growing platform for the aviation industry*

**SAN FRANCISCO** – Portside, a leading innovator in technology and software solutions for business and government aviation, today announced it has acquired Baldwin Safety & Compliance. This strategic move is aimed at augmenting Portside’s comprehensive suite of tools and technology that empower nearly 1,000 aviation organizations in more than 30 countries.

Baldwin, established in 2004, specializes in designing and implementing robust safety management systems (SMS) for operations of all scales. They also offer vital business capabilities to sustain, extend, and provide steadfast support for these systems.

“Safety is the foremost concern for any aviation provider, and Baldwin is an undisputed leader in this space. They excel not only in terms of delivering safety and compliance programs that adhere to the highest industry standards, but also in tailoring and supporting these programs to meet the ever-evolving needs of their clients,” said Portside CEO, Alek Vernitsky. “This acquisition enhances Portside’s capabilities, aligning with our mission to be a comprehensive, turn-key solution for business and government aviation. It demonstrates our unwavering commitment to growing our platform alongside the businesses we serve.”

Baldwin’s SMS expertise extends to various transportation operations including FBOs, MRO groups, commercial providers, UAS, airports, and air medical transport operations. They also offer services such as Risk Management, Document Management, Gap Analysis, Quality Management System, and various other business-related solutions to further bolster their clientele. Baldwin’s products, coupled with their in-house subject matter experts, are instrumental in keeping operators compliant with industry SMS regulations and readying organizations for impending regulations, such as those proposed in FAA’s Notice of Proposed Rulemaking (NPRM) [88 FR 1932](#), which will mandate SMS for commuter and on-demand operations, commercial air tour operators, and certain holders under Part 21.

Don Baldwin, the Founder of Baldwin, shared his perspective on this acquisition, saying, “We founded Baldwin with the belief that small operators should have access to the same tools and capabilities enjoyed by larger providers when fostering a culture of safety. Today, our products are trusted by operators, both big and small, with the most critical and fundamental aspects of their businesses. Portside shares our commitment to customer service, and we eagerly anticipate becoming a part of their team as we continue to uphold our leading role in safety and compliance.”

The entire Baldwin team will join Portside to ensure ongoing development and support for their products and services. While the specific terms of the transaction were not disclosed, this move aligns with Portside's recent pattern of enhancements and integrations for its platform. In July, the company acquired licensing and development rights for the Avianis flight management system. Earlier this year, Portside acquired Stellar Lab's flight operations system hosting business and the BART scheduling product suite.

The transaction was facilitated by Brian Foley of AVStrategies, who has matched investors with great aviation companies since 2006. "This is a perfect example of combining a top-notch transportation specialist with a respected aviation technology platform to provide mutual value and chemistry," said Brian Foley, Founder.

**About Portside:** Portside, Inc. is a premier provider of modern software solutions for the business aviation industry. Portside's cloud-based operating system for business and government aviation is designed to support all aspects of flight operations, including scheduling and recordkeeping (Avianis, BART and PFM product lines), fleet and crew optimization (Portside Optimizer), data sharing, reporting and analytics (Portside Owner Portal / Budget & Planning Dashboard), customer billing (ExpensePulse), crew recruiting (Staffing Marketplace), and crew and passenger travel accommodations (Portside Services). Portside supports over 1,000 operators of business jets, helicopters, medevac, industrial and government fleets, as well as fractional ownership programs, in over 30 countries. For more information, contact us at [sales@portside.aero](mailto:sales@portside.aero) or visit [www.portside.aero](http://www.portside.aero).

**About Baldwin:** Since 2004, Baldwin Safety & Compliance, an award-winning visionary in safety, has supported global transportation, manufacturing, and other industry organizations by crafting scalable and intuitive safety systems and related business support and training products designed specifically for their operations to encourage engaged safety cultures. Available 24/7, Baldwin's team of experienced and credentialed safety management experts supports all facets of an organization's safety and quality programs while conforming to international and State standards and regulatory requirements. Visit [www.BaldwinSMS.com](http://www.BaldwinSMS.com)

**About AvStrategies:** AvStrategies LLC, based in the New York metro area, specializes in bringing together smaller, often-family owned, aviation businesses with industry investors. Brian Foley, who founded AvStrategies and affiliate Brian Foley Associates in 2006, has deep contacts throughout the industry as an independent market analyst and former executive at Boeing, Dassault Falcon Jet and a Wall Street financial firm.

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