

TRAVEL AND HOSPITALITY

XOJet promotions aim to further customer-centric approach

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XOJets has named two new executives. Image credit: XOJet

By STAFF REPORTS

Private aviation charter XOJet is looking to build on its recent growth with two new appointments.

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James Henderson has been promoted to president of commercial operations, while Gregg Slow has been named chief client officer. Last year, XOJet grew its bookings by 30 percent, and it is focusing on client experiences to drive further expansion.

Taking off

Mr. Henderson was previously chief commercial officer at XOJet. In his new role, he will oversee the strategy and operations of the company's branded client franchise.

Last year, XOJet made a number of investments into its commercial operations, including the launch of a new suite of membership programs dubbed Access Solutions. The company also expanded its retail footprint, charter brokerage and operator network.

Mr. Slow is taking on the newly created position of chief client officer. Previously XOJet's vice president of sales and client services, the executive will be tasked with leading the company's efforts to acquiring and retain customers through CRM.



XOJet is taking a client-centric approach. Image credit: XOJet

"True to our credo, both James and Gregg care deeply about our clients and the XOJet community and this is public recognition of their superior leadership performance and potential," said chairman and CEO, Brad Stewart. "Our intention with these well-deserved promotions is to solidify XOJet's relentless dedication to providing unparalleled advice and exceptional service to our clients."

In the last year, XOJet has inked partnerships with other brands as it looks to deliver a broader luxury experience.

Private aviation charter XOJet is partnering with a known wellness authority as consumer interest continues to gravitate toward health and mindfulness practices.

Canyon Ranch is XOJet's latest partner, who will be providing exclusive packages and offerings to members of the latter's program. The partnership is a part of XOJet's subscription-based membership programs that allows subscribers access to special pricing and benefits from luxury destination partners ([see story](#)).

Also adding to its hospitality focus, last year XOJet inked its first global hotel partnership with Mandarin Oriental Hotel Group.

Through XOJet's partnership with Mandarin Oriental, its Preferred Access and Elite Access clients will be eligible for privileges at the hospitality brand's hotels and resorts ([see story](#)).

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