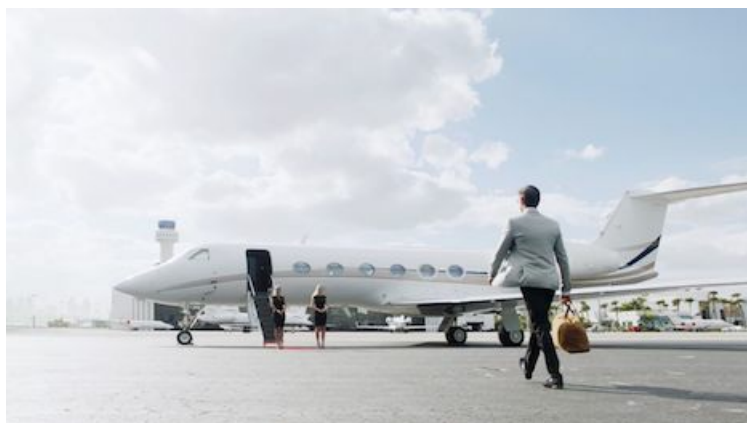


TRAVEL AND HOSPITALITY

JetSmarter appoints new chief revenue officer to reinvigorate business model

August 1, 2018



Mr. Gaushkin joins the company from GoDaddy. Image credit: JetSmarter

By STAFF REPORTS

Private aviation company JetSmarter is bringing a new name to its executive suite with the hiring of Mikhail Gaushkin as chief revenue officer.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Mr. Gaushkin joins JetSmarter with a focus on managing the company's branding, revenue and marketing operations. His arrival at JetSmarter coincides with the company's move towards democratizing private aviation and opening up new business models.

"Mikhail Gaushkin is a valuable asset for the growth of JetSmarter and we're very pleased to be welcoming him to our executive team," said Sergey Petrossov, founder and CEO of JetSmarter, in a statement. "With his well-versed background in marketing and revenue growth, we're certain that Mr. Gaushkin will shed new light on our current processes to bring a fresh take to the brand, and garner optimal results for our growth."

Revenue rethink

JetSmarter has focused heavily on getting as many people as possible to be able to fly on a private jet.

Where once this activity was prohibitively expensive to all but the most ultra-wealthy, JetSmarter has worked to make it available to affluents on the lower end of the high-net-worth spectrum.

For example, JetSmarter is further disrupting the way consumers fly privately with the announcement of a pay-as-you-go service open to the public.



Mikhail Gaushkin. Image credit: JetSmarter

Previously, JetSmarter's plane-sharing capabilities were only available to customers who paid for a yearly membership fee. By opening the company's abilities to any customer on a piecemeal basis, JetSmarter is further democratizing the use of private jets and raising questions of how exactly luxury can be defined ([see story](#)).

Mr. Gaushkin takes over as revenue officer in the midst of this push. He comes to JetSmarter from GoDaddy where he helped triple its revenue over the years he worked there.

"JetSmarter is a pioneer in the mobile private jet booking space, so I'm eager to be working alongside such an innovative, forward-thinking team," Mr. Gaushkin said. "I look forward to putting my diverse skillset to use to help JetSmarter succeed beyond what's expected of them in the aviation industry."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.