

TRAVEL AND HOSPITALITY

Wheels Up positions itself for partnerships with appointment

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Wheels Up is continuing to disrupt the private aviation sector. Image credit: Wheels Up

By STAFF REPORTS

Private aviation firm Wheels Up has named Jim Pyne its new chief partnership officer as the company aims to align itself with more brands for benefits and experiences.

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Mr. Pyne is a founding partner at Wheels Up, and has worked in the company's sales office. Wheels Up is launching a new partnership strategy, looking to give its members access to everything from events to in-flight offers.

Teaming up

Before joining Wheels Up five years ago, Mr. Pyne was with the Tampa Bay Buccaneers as the team's chief partnership officer. During his time there, the football team was ranked first in the NFL for new business.

Prior to that, Mr. Pyne was vice president of national sales at IMG.

Mr. Pyne began his career as a professional football player, serving as the captain of the Cleveland Browns.

"We are thrilled to officially announce that Jim, who's been a mainstay and leading contributor to our sales organization over these past five years, will take on this additional responsibility for us," said Kenny Dichter, cofounder and CEO of Wheels Up, in a statement. "Jim's extensive experience and expertise in the sponsorship and partnership world make him an ideal choice to lead our efforts in this growing area to support the Wheels Up brand and our business objectives."

With Mr. Pyne, Wheels Up is seeking out partnerships across events, activations, in-flight experiences, member communications and digital integrations.



Inside the Wheels Up King Air 350i. Image credit: Wheels Up

Wheels Up previously partnered with lifestyle management firm Four Hundred to create a concierge program.

"8760 Concierge by Four Hundred" will offer guests special access to restaurants, sporting events, concerts, clubs and other events all over the world. The service will allow Wheels Up to show consumers it has expertise beyond aviation ([see story](#)).

"Kenny has built an amazing company and brand with Wheels Up, and to date, the company has had great success with experiential marketing, working with an impressive roster of existing partner brands," Mr. Pyne said in a statement. "Our legendary member benefits have become synonymous with sports events and we are looking to now expand and diversify to match the passion points of our customer base.

"Our new strategy will integrate our events platform, as well as create cross-marketing initiatives that will help us to scale our business in the air and on the ground," he said.

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