

TRAVEL AND HOSPITALITY

## Wheels Up Names Delta Air Lines veteran Gail Grimmatt as chief experience officer

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*Gail Grimmatt is newly named chief experience officer of private jet operator Wheels Up. Image credit: Delta Air Lines*

By LUXURY DAILY NEWS SERVICE

Wheels Up has named Gail Grimmatt as the private jet operator's chief experience officer, a new position created that underscores the importance of experience in customer acquisition and retention.

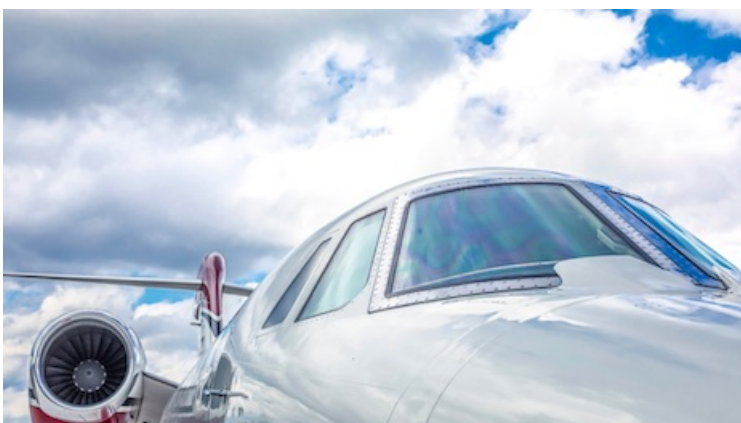
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Ms. Grimmatt most recently was president of Travel Leaders Group Luxury Brands with responsibility for more than \$5 billion in revenue, leading five separate luxury brands. Prior to that, she was senior vice president for New York at Delta Air Lines.

### New flight plan

The appointment comes two months after Delta said it would take a minority interest in private jet operator **Wheels Up** and also combine its Delta Private Jets division in a move that is a harbinger of the market consolidation to come as players target Warren Buffett's NetJets.

The partnership between Delta Private Jets and Wheels Up, at a total 190 planes, will create one of the largest owned and managed fleets of private aircraft worldwide. It will also join Wheels Up's membership program with **Delta Private Jets**, with more than 8,000 members and customers ([see story](#)).



*Delta Air Lines' investment in Wheels Up is an indication of the growth potential of private jet travel. Image credit: Delta Air Lines*

At Wheels Up, Ms. Grimmitt will be in charge of the company's member experience, including event programming, marketing, public relations, social, digital and member benefits. She will report to Wheels Up founder/CEO Kenny Dichter.

FOUNDED IN 2013, Wheels Up has been valued at more than \$1.5 billion, sold 8,000-plus memberships, owns and manages a fleet of 200 private aircraft and employs more than 1,000 people across the United States.

The brand's ambassadors include Tom Brady, Russell Wilson and Serena Williams.

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