

TRAVEL AND HOSPITALITY

Wheels Up gears up for customer growth with addition to exec team

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Stephanie Chung joins Wheels Up as chief growth officer. Image credit: Stephanie Chung

By LUXURY DAILY NEWS SERVICE

Private aviation firm Wheels Up has named Stephanie Chung as its first chief growth officer, as the company looks to build and diversify its customer base.

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Ms. Chung comes to Wheels Up after serving two years as president at JetSuite. The appointment comes at time when private aviation is enjoying renewed interest and appeal among affluents as a result of the coronavirus pandemic.

"Wheels Up has redefined private aviation in the air and on the ground, and I am thrilled to further its strong trajectory of growth with a key focus on diversity," Ms. Chung said in a statement. "Wheels Up is an incredible brand that is uniquely positioned to serve the full lifecycle of a private flyer, and I look forward to amplifying that message to more audiences."

Gearing up for growth

Ms. Chung has more than three decades of experience within the aviation industry, including stints at FlexJet, U.S. Airways, Delta Air Lines and business jet manufacturer Bombardier. At JetSuite, she was recognized as the first Black president of a major private aviation company.

As chief growth officer, Ms. Chung will focus on developing new revenue streams, with a focus on client acquisition by targeting corporations, executives, entrepreneurs, and sports and entertainment personalities. She will report to Kenny Dichter, founder and CEO of Wheels Up.



Wheels Up is continuing to build its customerbase. Image credit: Wheels Up

Ms. Chung joins another industry veteran as newcomers to the executive team at Wheels Up.

In February, Gail Grimmett was named the private jet operator's chief experience officer, a new position created that underscores the importance of experience in customer acquisition and retention ([see story](#)).

Private aviation has navigated the pandemic better than commercial carriers as travel restrictions and health concerns curtailed travel.

When COVID-19 began to spread, many affluent travelers opted for private jets to avoid commercial flights. To encourage private jet bookings, operators implemented testing procedures and more stringent cleaning between flights ([see story](#)).

Prior to the pandemic, major airline Delta said it would take a minority interest, including a merger of its Delta Private Jets division, in Wheels Up ([see story](#)).

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