

TRAVEL AND HOSPITALITY

Wheels Up's Stephanie Chung: Luxury Woman to Watch 2022

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By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

Here is one honoree:



Stephanie Chung

Chief growth officer

Wheels Up

Dallas, TX

"Hospitality will become an act of empathy, not just a form of service, and luxury will become less about material products and more about meaningful experiences"

What do you most like about your job?

Mentoring the next generation of leaders, especially young women looking to join the aviation industry.

I always start by giving two pieces of advice that is critical to anyone's success. First, know that some of the most important decisions that will impact your career progression are made without you in the room, so always be focused on building a positive, personal brand for yourself. And, second, if you get a seat at the table, be prepared to participate there is a reason you were invited. Speak up.

What is the biggest challenge in your work?

Ensuring that the future of our industry looks like the world that we live in.

At Wheels Up, we are committed to making sure that everyone knows that they have a seat on our aircraft, whether you are women, person of color or a member of the LGBTQ+ community. All are welcome at Wheels Up, and I hope the industry will follow our lead.

What is your work priority for 2022?

Growth. As the first company in our industry to be listed on the NYSE [New York Stock Exchange], we have a great responsibility to our members, customers, employees and shareholders.

To accomplish the expectations from these key stakeholders, our mission is simple: expand customer acquisition and maximize corporate growth through the development and execution of an inclusive strategy that amplifies values, while prioritizing cultural sensitivity and fluency across a diverse target audience.

What is your proudest achievement in luxury?

Redefining the definition of the luxury consumer.

At Wheels Up, our number one focus is democratizing private aviation by giving greater access to more consumers across all backgrounds.

How do you see luxury evolving in 2022?

Hospitality will become an act of empathy, not just a form of service, and luxury will become less about material products and more about meaningful experiences.

At Wheels Up, this is a priority and we've added more meaningful experiences for our members to spend time with friends and loved ones in unique ways that are not available elsewhere.

Additionally, the pent-up desire to interact in person, give hugs and shake hands is real and felt by everyone.

If there is one thing we have learned from the pandemic, it is not to take time and loved ones for granted.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)

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