

TRAVEL AND HOSPITALITY

## Wheels Up makes executive personnel changes

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*In a continuation of growth efforts, the private aviation company is making personnel changes. Image credit: Wheels Up Experience Inc.*

By LUXURY DAILY NEWS SERVICE

Private aviation firm Wheels Up Experience Inc. has announced the appointment of Stevens J. Sainte-Rose as chief people officer.

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In this role, Mr. Sainte-Rose will lead all aspects of human resources and culture at Wheels Up including organizational design, talent acquisition, development and retention, as well as diversity and inclusion functions. He will report directly to Wheels Up chairman and CEO Kenny Dichter.

"Stevens brings a unique mix of long-term, strategic planning with the agility and speed necessary to operate in a rapidly growing business," Mr. Dichter said in a statement. "His experience in consumer packaged goods and retail across global brands is a huge asset to Wheels Up."

### New leadership

Mr. Sainte-Rose has expertise across a diverse range of industries including fast-moving consumer goods, retail, hospitality, food service, manufacturing and production and managed services.

He previously served as senior vice president of HR at The Coca-Cola Company International, chief human resources officer at Walgreens, chief HR and transformation officer at Dawn Foods Global and most recently chief HR officer at Parallel Inc.



*The company went public on the New York Stock Exchange last year. Image credit: Wheels Up Experience Inc.*

In addition to the appointment of Mr. Sainte-Rose, Wheels Up recently expanded the roles of two members of the executive leadership team: president Vinayak Hegde and chief marketing officer Lee Applbaum.

Mr. Hegde will lead both the demand generation and supply side of the Wheels Up marketplace, which includes all sales functions, member services, account management, technology, product, operations and supply.

Additionally, the offices of the chief experience officer and chief marketing officer have been combined under Mr. Applbaum to provide integrated ownership of the customer experience funnel. Both Mr. Hegde and Mr. Applbaum will continue to report to Mr. Dichter.

In July 2021, Wheels Up made its debut on the New York Stock Exchange.

The publicly-traded company was renamed Wheels Up Experience Inc. and, on its first day, closed up more than 16 percent at \$11.55 ([see story](#)).

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