

COMMERCE

Blade Europe names new CEO

February 2, 2024



French businessman Rmi Bouysset is taking on the role of CEO at Blade Europe, effective immediately. Image credit: Blade

By LUXURY DAILY NEWS SERVICE

Helicopter charter company Blade is introducing a new regional lead.

French businessman Rmi Bouysset is taking on the role of CEO at Blade Europe, effective immediately. The management team has also added French entrepreneur Benoit Cocheteux to the team, who will serve as chief operating officer under Mr. Bouysset.

"I can't think of an executive better suited to help to aggressively grow Blade Europe than Rmi," said Melissa Tomkiel, president of [Blade Air Mobility](#), in a statement.

"His travel and hospitality experience coupled with his recent role as CEO of our operating partner Monacair will enable him to act quickly and decisively."

Fast travel

Mr. Bouysset moves into the slot following a stint as the CEO of the Monacair Group, the aviation firm's operating partner in France and Monaco.

He arrives with more than 30 years of experience in the travel industry, having worked in various high-ranking positions at international business travel management companies such as Hogg Robinson Group France and America's Carlson Wagonlit Travel.



Blade Europe is streamlining the flight experience for those in Nice, France. Image credit: Blade

Alongside this change, the company announced that passengers at Nice International Airport can now bypass general security queues, instead moving straight to a chartered Blade craft.

"Blade already turns ninety-minute drives into seven-minute flights between cities in the South of France," said Mr. Bouysset, in a statement.

"The opening of this new security screening facility enables our helicopter passengers flying to the Nice Airport, from departure points including Monaco, Cannes, St. Tropez, Geneva, and Courchevel to save even more time by connecting directly from the helipad landing zone to the departing gates of their commercial flights," he said. "The addition of the new helipad-side security screening at Nice Airport not only enhances time savings and convenience for our passengers but also allows us to scale our airport transfer services as we transition to quiet, emission-free, electric vertical aircraft."

J.P. Morgan's Chase Bank also recently offered new perks to travelers, launching an ultra-luxe lounge at LaGuardia Airport in New York ([see story](#)).

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