

CASE STUDY

Aviation Company



A leading private aviation company that created a marketplace connecting clients with charter flights, jet card memberships, and aircraft ownership solutions was ready to scale. The company had grown post-Covid from well under \$100 million to approaching \$200 million and many critical gaps needed to be identified and filled properly. Also, its wholly owned subsidiary operates as a separate entity and required specialized C-suite leadership to launch.

Partnership

When this company first engaged StevenDouglas in July 2022, they were at an inflection point. With the formula for safe and efficient private jet travel well learned and flourishing, they needed to scale and take advantage of the incredible growth in private aviation. The company is led by three founders who share ownership, vision, and decision-making authority with no single CEO overseeing the enterprise. That structure is both a strength and a gift. Each founder brings different thoughts and key ideas to every problem, but they were able to use those differences as a launching pad to grow the organization and identify internal gaps that needed to be filled in order to scale.

CHALLENGE: The firm engaged StevenDouglas to lead the discussions, crystalize the need, and then define the role. The founding team knew they needed marketing leadership. What they did not yet know was what that actually meant. Brand development? Lead generation for the broker team? Running the website? Was this a strategic role or one focused on getting things done?

SOLUTION: Every search began not with sourcing candidates but with a diagnostic conversation: what does the business truly need, what gap is this role filling, and what would the right person look like at this stage of growth rather than the next one? These were not small questions that had to be answered before a budget could be set and a search could begin. That dynamic, defining the need before defining the role, would become the foundation of all the subsequent positions filled by StevenDouglas in a partnership that began in 2022.

Successful Outcomes

We've cultivated a relationship since 2022, including five critical engagements, becoming the go-to advisor for the company as a trusted growth partner. As the partnership continues, StevenDouglas remains engaged in supporting the leadership and functional infrastructure that the next stage of growth required.

Critical Placements Since 2022

- **Chief Marketing Officer (2022):** StevenDouglas used a consultative approach to shape the search and define the placement needs.
- **Chief Financial Officer (2023):** Helped the company move past a controller-level mindset and define what a CFO needed to look like for a business at their stage & established a finance function capable of supporting growth.
- **Head of Flight Operations (2026):** With revenue scaling & client expectations rising, too much time as being spent managing flight logistics rather than serving clients. A Head of Flight Operations emerged by defining what the business actually needed, placing a leader who built a customer-centric operations center.
- **EVP of Sales(2024) and Sales Team (Ongoing):** We placed a EVP of Sales who built organizational discipline into the sales function & continue to place individual producers and brokers as the team scales.
- **Chief Executive Officer, Subsidiary (2025):** A complex CEO search for the wholly owned subsidiary with a mandate to scale the business from under \$50 million to past \$100 million over five years. StevenDouglas led the full executive search, consulting with the founding partners to define what CEO leadership needed to look like for a company at an early growth stage with an aggressive trajectory.