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HIGH FLYER

Meet LunaJets' Alain Leboursier, who rose from intern to managing director in the space of a decade. He tells us what it takes to pilot one of the most successful private aviation companies in the world

LUNAJETS IS THE biggest independent private jet booking platform in Europe. It matches its clients' private jet requests against a database of nearly 5,000 jets available for charter.



Its mission is to offer the best service and the best prices, negotiating the most competitive rates for its clients. Where many of its competitors are affiliated with jet operators and offer restricted options, LunaJets is independent and market-neutral.

When did you first hear about LunaJets?

In Spring 2012, when I was a third-year student at the Ecole Hoteliere de Lausanne (EHL) I applied for an internship via the university intranet. I received a phone call for a face to-face interview and was offered the job after just a few days.

Ten years on, you're the managing director of the whole company. That's quite an achievement – how have you managed it?

Work, passion, dedication and a bit of provoked luck. It has been an incredible journey filled with stress, sleepless nights, tough decisions and seeing the company's great accomplishments year after year.

I would like to point out the importance of the people you work with and to the value of focusing on making them grow and to empower them. The recruitment process has been a key factor in my development where I aim to hire people that are better than me.

“ **We are at a critical phase: we want to take it to the next level and leverage our agility** ”



How has the company changed in that time?

The company has grown from five to over 65 aviation experts, expanded to six global offices, developed three entirely new business lines under three different names (LunaLogistik, LunaSolutions and LunaGroup Charter), has won the best employer of the year four times in a row, and become the leading European private Jet charter company.

We are currently at a critical phase where we want to take the company to the next level and leverage the benefits our agility, flat organisation and overall structure have, to be ahead of the curve and to continue to strengthen our position.

What's the most challenging part of your role? And what's the most satisfying?

To make the right decisions for the future of the company, stay ahead of our competitors, always find ways to innovate yet keep our growth strong and steady. If we manage to succeed in all of those, and in parallel maintain the highest levels of customer satisfaction, we are on a good track.

How has the pandemic been for LunaJets?

Tough, but it turns out to be an amazing opportunity to launch additional business units, strengthen our market leader position and accelerate our growth.

Where do you see LunaJets areas of growth?

Geographically, heading East from our headquarters in Geneva.

The private aviation market seems to be getting more crowded - how do you stay ahead of the competition?

By being paranoid, always challenging ourselves and never looking at the great numbers we have achieved, but by being 100% focused on what we do today for the future.

What's your favourite jet - and why?

The Gulfstream G650 - it takes you as far as you need and no other model can beat its ramp presence.

If you could fly anywhere tomorrow, where would it be?

I don't want to fly tomorrow; I've just come back from a trip - I am good here!

For more information, see LUNAJETS.COM

