

VICTOR

FLY SMARTER

VICTOR APPOINTS CHIEF MARKETING OFFICER

London, 16th June 2014 – Victor, the world’s first transparent marketplace for private jet charter is proud to announce the appointment of Dan Northover as Chief Marketing Officer. The company, which launched in 2011, has recently experienced huge growth following a successful Series A fundraiser earlier this year.

Dan’s appointment represents a significant step forward for the company, as it prepares to launch its superior B2C app that will propel Victor to the forefront of the private aviation industry, as well as paving the way for a launch in the USA later this year.

A true digital trailblazer, Dan has a passion for cutting edge technologies and digital creativity. Until recently, Dan was Digital Design Director and board member of Partners Andrews Aldridge - part of the Engine Group - and partner at the Engine Group, the UK’s largest privately owned communications group. As a senior member of the Engine Group team, leading the global marketing communications activity for Rolls-Royce Motor Cars for 5 years. He ran digital activity, CRM, advertising, content creation and direct marketing communications, as well as contributing to the global brand communications strategy.

Dan Northover, Chief Marketing Officer, Victor commented: “Like many great ideas, Victor was born from personal need when Clive Jackson and its founding members created it. Today, it has almost 6000 members and I’m joining at an extremely exciting time in the global expansion of Victor. As a business it is intelligent, open to new ideas and entrepreneurial, always looking for ways to make booking a private jet simple in a complex world.”

Clive Jackson, CEO and Founder, Victor, added: “I have had the pleasure of working with Dan in the past, for ten years, on a number of leading edge innovations in digital marketing. His arrival at Victor comes at a significant time, as the company expands globally and establishes itself as a leading force in technology. With his wide-ranging experience within travel, entertainment, automotive, media and luxury sectors, Dan will bring creativity, innovation and agility to his role and we warmly welcome him on board.’

www.flyvictor.com

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ABOUT VICTOR

Founded by entrepreneur Clive Jackson and launched in 2011, Victor is one of the world's most trusted names in private jet charter. With only a 5% fee for online bookings, Victor offers the broadest selection of quotes for charter flights at the best prices directly from the operators. With access to over 700 contracted aircraft, Victor can get you airborne in less than 3 hours from almost any airport around the world on any aircraft type. Victor's booking fee is the most competitive in the market and 100% transparent. With Victor there are no membership fees, no hidden charges and no upfront costs such as jet cards or fractional ownership. Victor quotes allow customers to compare the best prices and make their choice based on named operators, real floor plans and images of the actual aircraft before booking.

Victor has a highly experienced customer service and operations team on hand 24/7 to support end-to-end travel planning and jet charter requirements and offers its members trust and security through an HSBC client deposit account. Victor also enables travel agents to create bespoke luxury travel packages and organise cost-effective corporate group travel.

Victor has contracted over 110 operators across the world with access to over 750 aircraft. Victor only works with operators that can offer members the highest standards of safety, security and service. The brand has developed its luxury identity through strategic partnerships with the world's leading luxury brands such as Shangri-la Hotels and Resorts, Burgess Yachts and Lamborghini. Victor currently has in excess of 5,700 members; all of whom are high-net-worth individuals with international lives; the who's who of the entrepreneurial world, business owners, CEOs and Captains of Industry.

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