

CONNECT, INSPIRE, AND LEAD



Who She Is – [Lauren Kinelski](#), Vice President of Marketing for Jetcraft where she leads a talented team of global marketers that generates brand awareness, markets aircraft inventory and builds unique experiences for aircraft owners. She currently resides in London, after relocating in 2018 with the opening of Jetcraft’s new HQ offices. A specialist in luxury consumer brands, she previously managed communications for Evian Natural Spring water and the Rémy Cointreau luxury wine and spirits portfolio. She served as Associate Vice President for Marketing Agency French West Vaughan, and held

several positions with the global public relations agency, Weber Shandwick. Lauren began her career at Fox News Channel as a Media Relations Coordinator and assistant to the Vice President of Corporate Communications. She earned her BA in Business Marketing from James Madison University.

[Why You Should Listen to Her](#) – Lauren never thought of aviation as a career and found her way to it proving that great talent can be cultivated that ultimately benefits the aviation industry. She relies upon her colleagues at work and in the industry and continues to learn and share her joy for the aviation industry with others on her team, particularly those who are new to the industry. She also never saw herself as a leader and advocates for speaking about the cheerleaders in your life who can see your strengths and propel you to assume new roles that grow your experiences. She believes in asking for help and values developing relationships in smaller settings as she expands her network.

In our podcast, we speak about the multi-cultural leadership styles that Lauren values as the 70+ person team at Jetcraft is located throughout the world. We further speak about what it means to work for a leader in the industry and the importance of collaborating with organizations that may be your direct competitors. We further speak about what investing in yourself looks like for Lauren and it includes hiring support to ensure that you grow professionally and personally as some of the hard tasks associated with hiring a career coach and personal trainer ultimately empower you to be the best version of yourself. Lastly, we speak about fostering diversity and what it means to be vocal when we see situations that conflict with our values.

How You Can Apply Her Wisdom To Your Career – A few of the take-aways to contemplate:

- What can you do to attract people from non-aviation backgrounds to the aviation industry?
- How are you developing relationships, both inside and outside of the aviation industry?
- What does investing in yourself mean to you and how do you quantify the results?
- What are you doing to advocate for others?

