

Press Release

Boutsen Aviation Grows by Two

Roxanne Pedersen & Jonathan Courtin Join the Core Aviation Team.

August 8th, 2024 - Monaco - Boutsen Aviation is pleased to announce the company's expansion with two new team members within the Sales and Marketing Departments. **Roxanne Pedersen** will serve as the Head of Marketing and **Jonathan Courtin** as our new Market Analyst at our HQ in Monaco.

Roxanne Pedersen, Head of Marketing

Roxanne Pedersen is Marketing professional with expertise in communication, branding, PR and event management. With a Master's in Digital Marketing and Events Management from the **University of Monaco**, she specialises in providing creative and strategic solutions, while building connections between the target audience and the brand. With experience living and working in various countries, her multicultural upbringing provides her with an international outlook and an innate understanding of the creative and technical aspects that enhance a consumer/brand relationship. Throughout her career, Roxanne has worked both in-house and agency, providing an abundance of market insights within the world of communication and branding. As a firm believer in the power of merging data-driven insights and creativity to exceed communication objectives, her contribution will be an asset to our team.



"Having once lived and studied in Monaco, I am beyond excited to join the team at Boutsen Aviation," commented Ms. Pedersen, "With my background in communication, branding, and strategic marketing, I am eager to elevate our brand presence, visibility and create stronger connections between our clientele and the exceptional services we offer."

Jonathan Courtin, Market analyst

Jonathan Courtin's impressive journey in aviation includes training at the **CAE Oxford Aviation Academy**, where he excelled in subjects such as Meteorology, Air Law and so on. He successfully passed his Airline Transport Pilot Licence, earning **Valedictorian honours** in 2021. Jonathan furthered his flight training in Phoenix, Arizona, and pursued studies in Air Transport Management with a focus on sustainability at **New Buckinghamshire University**. Unfortunately, an underlying medical condition affecting his eyesight forced **Jonathan** to put his dream of becoming a pilot aside. After long endless nights of wondering if he should completely abandon the aviation industry and start over from scratch in another field of study, **Jonathan** decided to use the experience he had gathered during his training to pursue his dream of an aeronautical-related career, even if that meant opening doors to a different path. He also gained valuable experience in private aviation with **Blade Europe**. His dedication, expertise, and innovative perspective make him a valuable addition to our team.



"I am so happy and excited to join the Boutsen Team!" commented Mr. Courtin, "I am looking forward to the incredible opportunity of learning from the best in the industry - that's what motivates me."



"Finding the right person for a position is often a complex challenge, today we are thrilled to announce that we have finally found the perfect candidates. Their expertise and experience are exactly what we were looking for, we are confident that they will bring significant value to our team. We are excited to start this new collaboration and look forward to achieving great things together." says Founder and Chairman, Thierry Boutsen.

Both **Roxanne** and **Jonathan** started on the 1st of August 2024 at **Boutsen headquarters** in Monaco. **Boutsen Aviation's** continued growth underscores our commitment to enhancing our services and expanding our market reach. We are excited to welcome **Roxanne** and **Jonathan** to our dynamic team and look forward to their contributions.