

Inspiring A Love Of Aviation

An Interview with Kolin Jones, Founder and Chief Executive Officer, Amalfi Jets

EDITORS' NOTE Kolin Jones is an entrepreneur, pilot, and the Founder & CEO of Amalfi Jets, a leading private jet charter provider and technology company. Jones is also an active innovator, public speaker, and influencer with over 4 million followers across all platforms, generating over 1 billion impressions each quarter. Jones found his love of aviation with his first flight lesson at 12 years old, then eventually getting his private pilot's license at 18 years old. He continued his love of aviation at Embry-Riddle Aeronautical University in Daytona Beach, Florida, earning a bachelor's degree in aeronautics with a minor in aviation business administration. Jones serves on two boards at ERAU, the Industry Advisory Board to the College of Aviation and the College of Aviation Philanthropy Council.



Kolin Jones

In 2020, I started Amalfi Jets out of my dorm room at Embry-Riddle with the goal of creating a company that prioritizes safety in an industry that lacks regulation on the brokerage side. We also focused heavily on technology to streamline operations and make them safer and more efficient.

Fast forward to today, we have over 30 employees and are the most followed private aviation company in the world.

What was your vision for creating Amalfi Jets?

My vision in creating Amalfi Jets was to set the standard for private jet brokerage in the current industry. Today, there is very little regulation, licensing, or requirements to become a private jet charter brokerage, which has led to a “Wild West” environment in regard to safety, transparency, and overall aircraft standards.

My focus was to establish clear sourcing standards and a comprehensive safety system, which is now part of the Amalfi Safety Management System (SMS). I also aimed to inspire a love of aviation among young people around the world through advancements in technology that streamline our operations, make private

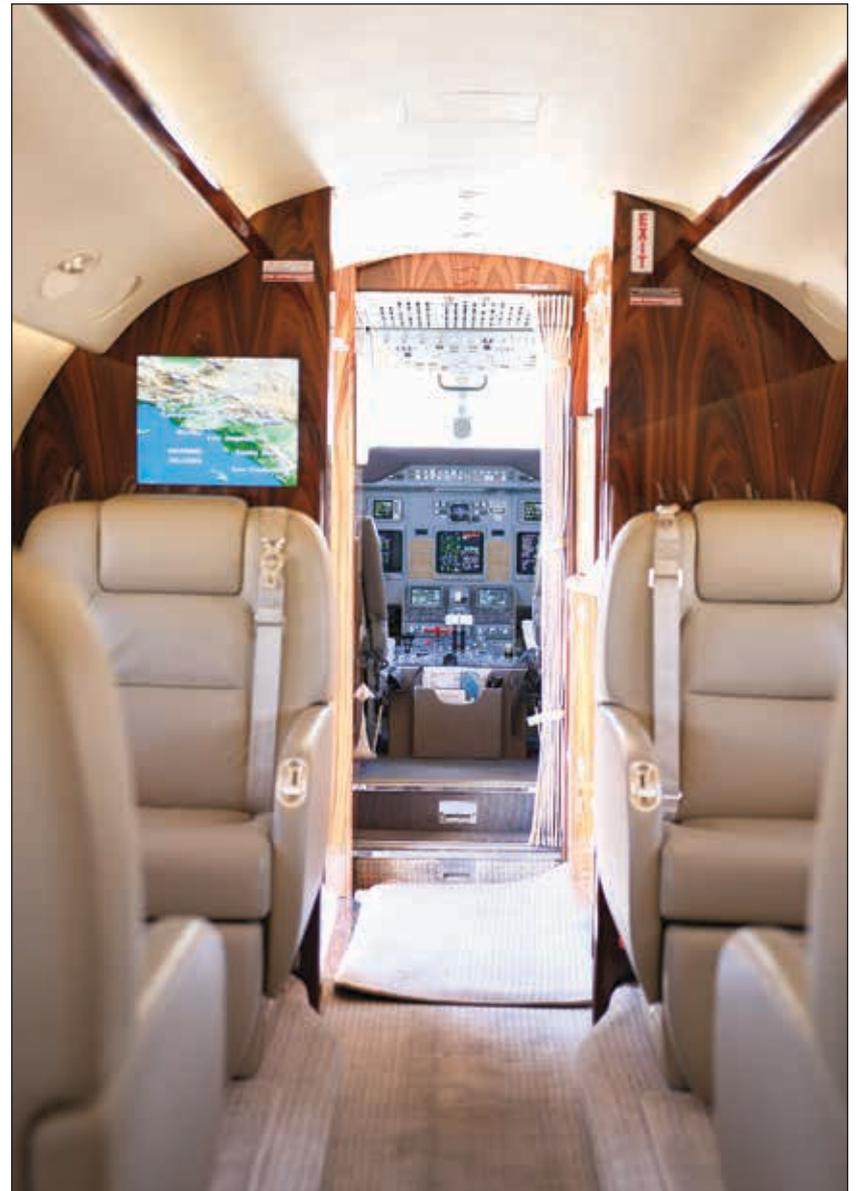
COMPANY BRIEF Amalfi Jets (amalfijets.com) has grown to be one of the fastest growing companies in the space, with over 30 full-time employees, and pioneering aviation technology to streamline the booking process, flight operations management, and safety standards through Amalfi's AI program. With its technology team, Amalfi is committed to building the future of charter optimization software and technology to put safety at the forefront of the industry. The company is headquartered in Calabasas, California in its state-of-the-art 10,000 square foot headquarters which is used as a creative studio and meeting place for clients.

Will you discuss your career journey?

Ever since I was a kid, I have been obsessed with aviation – from my very first flight lesson at age 12 to earning my pilot's license and instrument rating at age 18. My goal was always to become an airline pilot. However, during the COVID-19 pandemic, when I was a freshman at Embry-Riddle Aeronautical University in Daytona Beach, many people were losing their class dates to become airline pilots.

Growing up, I earned my license at Van Nuys Airport in California, the busiest general aviation airport in the world. I was always surrounded by private jets and private aviation, so I recognized that during the COVID-19 pandemic, this was the perfect time to enter the industry.





flying safer and more efficient, and spread the aviation passion to millions globally. We have consistently delivered on this mission to both our customers and our global audience.

Will you provide an overview of Amalfi Jets' products and capabilities?

Amalfi Jets offers two main products. The first is our global on-demand charter program through a network of approximately 3,500 aircraft across 170 countries. Our primary product is the Amalfi One Jet Card program, which competes head-to-head with other leading industry programs. The focus is on the structure of our deposit, the fact that our jet card is refundable, and our dynamic pricing model which allows members to save 15 to 40 percent per flight.

Overall, when clients fly with Amalfi Jets, they experience a more consistent level of service, competitive pricing, newer and safer aircraft, and a superior technological experience that makes the booking process seamless.

What have been the keys to the growth of Amalfi Jets?

One of my favorite aspects of our growth is that we have achieved it as a united team at Amalfi. The private jet industry has long been dominated by dinosaur companies that



have done the same thing year after year. Our approach was to ask: How can we be the most innovative and the most visible, while combining consistent service, clear safety standards, and better pricing on flights worldwide? It is a mission we strive toward every day, and it has led us to surpass 4 million followers, generate over 1 billion impressions, and remain the most followed private aviation company in the world.

How do you define the Amalfi Jets difference?

The Amalfi Jets difference is built on a two-pronged approach. First, our customer service model focuses on one-to-one account management. The sales representative who introduces you to our product continues to manage your account long term. We are supported by a 24/7 Flight Operations and Concierge team, so whether you need updates on your trip or last-minute services, our team is always available – faster and more efficient than the competition.

Second, education is a priority through our social media presence. We focus on educating clients about the safety practices we uphold at Amalfi while also inspiring a love of aviation around the world through engaging and informative content. ●