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DUSTIN JOHNSON'S WINNING FOCUS

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While San Diegan Kimberly Herrell has called Carlsbad's Schubach Aviation her professional home since 2005, the president and CEO took on her biggest role yet in January 2020—owner. Founded in 1992 by Henry Schubach, the world-class operation oversees San Diego's largest fleet of corporation jets, flying clients from its Palomar Airport Road terminal to destinations throughout the United States, Europe and beyond. Now, Herrell is leading Schubach into its next era, launching its Elevated Excursions program through which guests can book one-of-a-kind travel excursions to hard-to-reach destinations. Offered upon request or booked on curated dates geared toward exclusive events, its current offerings include private access to Pebble Beach; a luxury shopping experience in Las Vegas at The Shops at Crystals; and a daylong getaway to La Paz, Baja Sur California, featuring swimming with sharks and luxury dining, among others. Here, we chat with Herrell about taking her career to great new heights.

We know you as an innovator in the aviation industry. What sparked your passion for your field? I'm an adventurous spirit and I love to travel, so for me it was the freedom that private jets represent,

how quickly you can be in another place. It's like a portal to adventure. I've been in the aviation space for 19 years and still feel this sense of excitement.

What have been your biggest career highlights thus far? My biggest milestone has been acquiring the company from its founder in January 2020. Launching our Elevated Excursions curated daytrips was a lot of fun, and I'm proud that our company was certified IS-BAO Stage III, a global aviation safety rating that a very small fraction of operators in the United States have earned.

How do you feel you've changed the landscape of your industry in our community? We have worked at making flying private more accessible and easier to navigate. We've also recently partnered with some luxury hotels, such as Waldorf Astoria Los Cabos Pedregal, to create private end-to-end travel solutions. There has been a heightened interest in private aviation and a lot of people experiencing flying private for the first time.

What do you want your legacy to be? That I stayed true to my values and in doing so impacted my small circle of influence for the better. Also, that we created an 11-out-of-10 experience when flying with us.

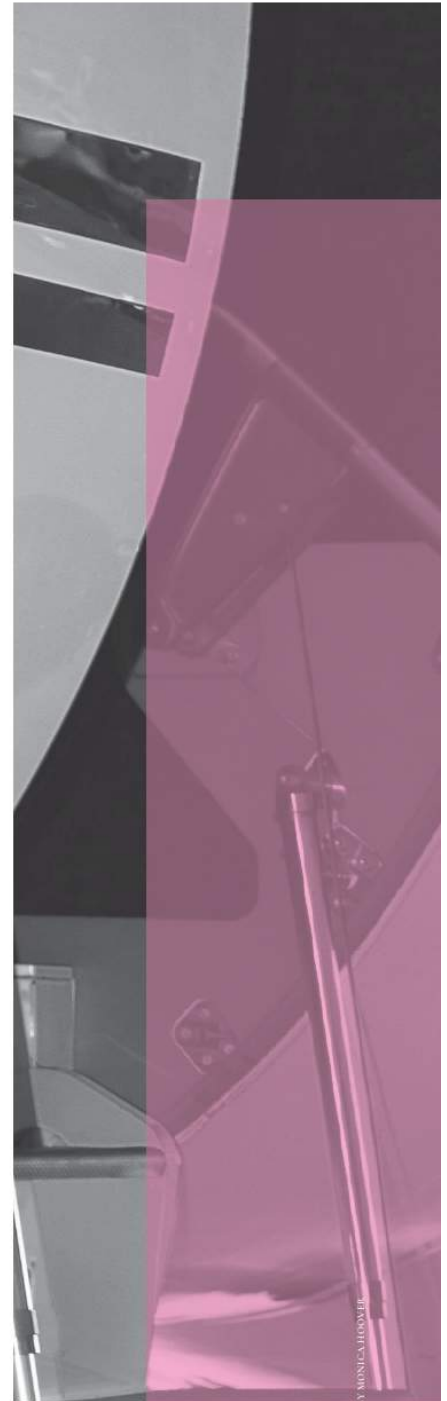


PHOTO BY MONICA MICHOWICZ



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