



Jolie Howard

Jolie is a seasoned executive in the business aviation industry with over 20 years of experience. Her expertise spans across many areas of the industry from aircraft operations to asset funding. Jolie became a shareholder and Chief Executive Officer of L'VOYAGE in early 2021. L'VOYAGE offers bespoke private jet charter services to discerning corporate travellers and jet-setters for their worldwide travel. Jolie is serving the influx of new customers who are considering and utilizing business jets as their travel method of choice by developing new technologies and providing a safer, more transparent, legal and sound charter services in the post-covid market.

As the homegrown seeds of the Asian business aviation industry, Jolie has helped forge the business aviation industry's tremendous growth over 20 years. Jolie began her career in the business aviation industry in 1999 as the Marketing and Business Development Manager of Metrojet and Heliservices. She subsequently joined TAG Aviation Asia in 2006 as Director Business Development, assisting the company with over 30 aircraft under full management contracts. She held that title until her departure in 2013, then joined CIT's Business Aircraft Finance in Asia as the company's Vice President. In 2016, Jolie returned to TAG Aviation as CEO where she successfully transformed the company to become the leading aviation company in the region offering aircraft management, charter, maintenance, FBO and other aviation services.

Jolie holds a Master Degree from the Macquarie Graduate School of Management in Australia and attended her undergraduate studies at the prestigious Hotel Consult "Ceaser Ritz" Colleges in Switzerland.

Jolie is married to Neil Howard, a British national who has lived in Hong Kong for over 25 years. Neil is the Chairman and CEO and of a Hong Kong listed construction company. Neil and Jolie have three sons. The family enjoys an active lifestyle including activities such as tennis, cycling, golfing and boating.