

PRESS RELEASE

For immediate release: July 18th 2024



ALTEA welcomes new Partner, Michael Hoby Andersen

London, July 18th 2024: Multi-disciplinary aviation consulting firm [ALTEA](#) has appointed business jet specialist, Michael Hoby Andersen, to full Partner. Hoby Andersen will bring technical and operational experience to the acquisition and sales of aircraft assets, underpinned by his extensive global network in VIP aviation.

“ALTEA has the ability to engage with customers from all angles” says Hoby Andersen. “The diverse skills, experience and industry backgrounds that the senior team bring are unique in the field. When these are combined, we offer one of the strongest support structures across asset management, financial solutions, design, and completions to guide and inspire owners and operators across the worldwide bizjet market. This is what sets us apart, and it is what attracted me to join the business.”

Robin Dunlop, ALTEA Founding Partner, is keen to point out that the firm has a reputation for innovative thinking and a fresh approach. “Our customers expect solutions, often to very complex and unique problems, and this can involve bringing together operational, technical, financial and creative brains to work in complete alignment. Michael not only understands the commercial aspects of VIP jet operations but has a precision focus on safety and maintenance. This hands-on experience is invaluable as it instils instinctive trust.”

On behalf of ALTEA Hoby Andersen recently coordinated the sale off-market of a Global 6000. “Integrity and discretion were the cornerstones that underpinned this transaction and I consider these to be essential requirements for the acquisition and marketing of aircraft assets in the private sector,” he says.

Indeed, Hoby Andersen is highly regarded by the ALTEA customer base. “Michael's ability to go the extra mile, coupled with his dedication to full confidentiality and adherence to the highest standards of professionalism, sets him apart as a truly exceptional specialist in his field, and in business aviation in general,” quotes the owner of the Global recently sold.

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According to Dunlop and Hoby Andersen, the business aviation market in 2024 is steering its way through a challenging but opportunity-rich environment. Addressing environmental regulations, managing rising costs, and integrating advanced technologies are just some of the key challenges that the team oversees on a daily basis.

Dunlop advises that although opportunities lie in sustainability initiatives, digital transformation and market expansion, it is the personalisation of services for specific and individual customer needs where ALTEA succeeds. “The VIP/corporate jet arena is conscious of various heightened global risks currently, and economic volatility of course. But we can help our customers – private individuals, banks, corporations and governments - navigate careful and strategic investments in the sourcing, purchase and completion of all sizes of aircraft. Being adaptable and innovative is essential to prosper in this continually evolving landscape.”

Hoby Andersen summarises, “Overall, even though the market is battling some headwinds, the fundamentals of business aviation as a critical tool for corporate efficiency and connectivity remain strong, suggesting a positive outlook for 2024.”

About ALTEA:

ALTEA is retained by those who want fresh thinking secured by experience in asset management; procurement and sales; financial solutions and design. Specialising in business jets, regional aircraft and helicopters, the expert team interprets knowledge and insight to achieve extraordinary results. Clients include financial institutions, operators, aircraft manufacturers, governments and private individuals who seek, a blend of specialist knowledge, integrity, and inspiration to resolve complex and sensitive aircraft projects. Visit: <https://altea-aero.com/>