

VICTOR

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Victor appoints Alvin-King Tamondong as General Manager

New appointment is in support of Victor's current phase of significant growth and ongoing mission to deliver consumers the best service in on-demand private jet charter

London; 5th June 2025; Global on-demand aircraft charter company Victor, a subsidiary of *Serenity Aviation Holding*, has announced the appointment of Alvin-King Tamondong as its new General Manager.

Tamondong first joined Victor as an intern in 2018, before quickly rising through the business to take on the role of Business Strategy Analyst in 2019, followed by promotion to Senior Strategy Analyst in 2022. In that time, he has built a reputation for his analytical insight, calm leadership style, and ability to deliver complex cross-functional initiatives across commercial, product, and operations.

Over the past seven years, Alvin has played a pivotal role in optimising Victor's business strategy - applying his analytical expertise to enhance climate action initiatives, streamline sales and marketing initiatives, and support the evolution of supply-side operations. Working seamlessly across sales, marketing, and product, he has been integral to shaping the company's direction and delivering sustainable growth.

This deep institutional knowledge and collaborative approach made him a natural fit for the General Manager position, which will see him take greater responsibility for day-to-day operations while continuing to support the company's strategic evolution.

"We are delighted to announce Alvin-King Tamondong's promotion to General Manager," said Victor co-CEOs Toby Edwards and James Farley in a joint statement. "Working closely with all business functions over the past seven years, Alvin has consistently exemplified the Victor values of ambition, accountability and empathy. We are confident his leadership and expertise will help drive the next chapter of growth at Victor, ensuring we continue to set the highest standards for on-demand charter."

Commenting on the appointment, Tamondong said: "I'm honoured to be appointed General Manager at Victor and grateful to our CEOs and the wider team for their trust. It's been a privilege working with such a dedicated group of people, and I look forward to building on our strong foundations as we continue to push boundaries in private aviation."

Victor, now headquartered in Abu Dhabi with offices in the UK and USA, is widely recognised for its pioneering approach to transparent jet charter, its commitment to climate action, and its best-in-class customer service. The appointment of Tamondong signals a continued focus on operational excellence, internal development, and investing in home-grown talent.

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About [Victor](#)

Victor is a subsidiary of Serenity Aviation Holding of Abu Dhabi. Founded in 2011, with offices in the UK and USA and its headquarters now in Abu Dhabi in the UAE, Victor is a global leader in on-demand aircraft charter, enabling clients to search, compare and book private air travel quickly, efficiently and with confidence. The company is renowned for challenging the private jet industry by giving customers a complete view of the market through fully transparent quotes. Access to more than 7,000 aircraft via a global network of 200 partner operators means that any private aviation requirement can be expertly fulfilled, with the support of Victor's specialist services for Group Charter, Sports, Music & Entertainment and Medical. As part of the company's award-winning approach to climate action, Victor is the first business aviation company to offer Sustainable Aviation Fuel for every booking worldwide, thanks to an industry-leading partnership with [Neste](#). Victor is also a member of [Project SkyPower](#), a committed collective of 13 CEOs and 50 companies from across the European aviation and energy value chains, working together to make eSAF a commercial reality this decade. Victor also participates in the Aviation Transition Strategy [MPP](#) (2022): Making Net-Zero Aviation Possible – an industry-backed, 1.5°C-aligned transition strategy.

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