

# Yvonne Winter

The mobility sector is a critical component of the modern world. This industry, which encompasses transportation systems and services, plays an important role in economic growth and global connectivity. Innovations in this field are aimed at addressing significant challenges such as congestion, pollution, and the inefficiencies of current transport modes. The push towards smarter, more efficient, and eco-friendly solutions is reshaping how people and goods move around, emphasizing the importance of integrating cutting-edge technologies and sustainable practices to meet future demands.

**Yvonne Winter**, a seasoned leader with a passion for advocating change and innovation, is a prominent figure in this revolution. As **Co-Founder and COO** of **FlyNow Aviation GmbH**, Yvonne brings over two decades of strategic management experience with a proven track record of managing diverse sectors and nurturing entrepreneurial growth. Her visionary leadership approach emphasizes empowerment and collaboration, inspiring individuals to realize their full potential and contribute to meaningful societal progress.

Fueling Yvonne's vision is FlyNow Aviation GmbH, a leading company committed to transforming the mobility sector through sustainable, cutting-edge solutions. With a diverse team spanning multiple countries, FlyNow cultivates a culture of inclusivity and collaboration, reflecting its dedication to excellence and global impact. Through its forward-thinking initiatives, FlyNow aims to

## Visionary Leader in the Mobility Industry

Yvonne found herself in the tech industry because she was so convinced by the purpose of FlyNow.”

redefine industry standards and propel a rapid shift towards a more equitable and environmentally conscious future.

*Let's explore how Yvonne is driving change in the mobility industry:*

### Entrepreneurial Journey in the Mobility Sector

Yvonne found herself in the tech industry because she was so convinced by the purpose of FlyNow. She is a very solution-driven individual and the developments of FlyNow address major pain points in the mobility sector. Her passions include sustainability projects, working with people, and turning ideas into reality.

Her professional focus for more than 20 years now has been the strategic management of organizations and the

management of change. She has long-standing experience working for organizations and joint ventures in Germany. Her management experience covers a wide variety of sectors, such as real estate, logistics, wholesale, and retail.

She has founded and successfully managed her own companies for more than 15 years now. Having worked in the family SME (beverage wholesale and logistics) for several years, she has both a strong entrepreneurial track record and an entrepreneurial family background. Her vision is very clear: to bring sustainable, cutting-edge technologies into the world.

### The Power of Empowerment in Leadership

She described her approach to leadership best in the words of



Yvonne Winter, Co-founder & COO,  
FlyNow Aviation GmbH

Mahatma Gandhi: *“Be the change you want to see in the world.”*

She believes that, first and foremost, one must set a good example. In addition, it is extremely important for her that all positions are filled with people who are better than she is. And then it is very much about promoting everyone’s potential—to empower them! She was fortunate enough to be able to undergo training as a business mediator and business coach. These training courses have personally helped her a lot in supporting others.

### **Standing Out in the Crowd**

She was fortunate to have grown up in an entrepreneurial household. Her mother was the driving force for growth in the company and was her biggest role model. From the beginning of her professional career, she had mostly been working in male-dominated industries, and therefore, it was normal for her.

There is a little anecdote that goes back about 20 years. She was invited as a speaker to a logistics congress. When she came to the registration, the ladies greeted her with the words, “You are very brave.” It was only when she entered the room that she realized what they meant: she was the only woman besides about 250 men.

### **Reflecting Diversity in Actions and Values**

FlyNow aims to work with the best people, which inevitably results in a very diverse team. Their employees currently hail from five different countries, and they collaborate with partners from a wide variety of nations.

Therefore, the company's language is English, not German. While the mentality may differ, when reduced to a common denominator, everyone seeks the same things: recognition, security, and prosperity for themselves and their

families, understanding, and being part of a larger whole.

FlyNow strives to provide this to their employees and hopes that they can not only build bridges between different cultures within the company but that this is reflected in their actions towards the outside world.

### **Decoupling Consumption from Living Standards**

She believes there will certainly be many developments in AI, especially in the field of generic AI.

However, it should not be forgotten that with all the digitization, ITO, digital twins, and the like, people have basic needs and that growth will never work without mobility.

The question that FlyNow Aviation asks itself is an even broader one: When looking into history, there were three industrial revolutions, which were the basis of the prosperity that can be enjoyed now. The 4th industrial revolution is just an evolution of the 3rd industrial revolution.

But the question is: What comes next? From their point of view, it is the decoupling of energy and resource consumption from the standard of living and quality of life. What does it mean? So far, the standard of living has increased, but at the cost of quality of life (noise, pollution, environmentally harmful mining methods, etc.). When the same or even better standard of living is now achieved with less energy and resources, the situation really improves—for generations.

### **Learning from Leaders**

She doesn’t have a background in technology herself. She is fortunate enough to learn a lot from the CEO, their employees, and their partners. She reads various publications and uses

some of the upcoming technologies, like Chat GPT (which she believes is not the solution for everything!).

It is very exciting for her to observe what exponential development is taking place in the field of AI. At this very moment, the EU is issuing regulations on using and implementing AI. This will have a massive impact on the use and dissemination of these technologies.

### **The Path to Market Success**

A leadership role, especially in a technology company, is challenging. Not because it's a male domain. She also doesn't have the impression that women are not accepted. The big challenge is that the development of a technology usually costs a lot of money until it can be brought to market.

To spend all the effort and financial resources on this takes a lot of perseverance and steadfastness. For her part, she only has this when she sees a greater meaning behind her actions. And then: She never gives up on her vision!

### **The Key to Startup Success**

Currently, there is no work-life balance for her. In her view, one will only succeed if they are fully in. Everything else is an illusion—at least when talking about a startup. Every path to success is paved with hard work, dedication, the willingness to grow and learn, and the ability the ability to deliver.

### **A Vision for the Future**

Her goal is to support the enabling of 3D mobility in such a way that it is available and affordable for the broad public. She strongly believes what their CEO is postulating for the 5th industrial revolution: decoupling energy and resource consumption from quality of life and standard of living. Proving that this is doable will inspire a lot of others to follow. 