



LAURA B. HELTEBRAN

EXECUTIVE PROFILE

Seasoned C-suite executive and international leader with 30 years of experience in the technology, outsourcing, hospitality, franchising, travel and aviation industries. Expertise in high-growth, transitional and turnaround environments with significant experience in M&A and corporate strategy including restructuring, mergers, acquisitions and spin-offs. Skilled at overseeing enterprise-wide issues, including complex global litigation and dispute resolution, ESG, DE&I, risk management, compliance and governance. Deep understanding of global cyber, data privacy and data protection risk. Effective leader of large, global teams.

PROFESSIONAL EXPERIENCE

Wheels Up (NYSE: UP)

Dec 2020 – present

Executive Vice President, Chief Legal Officer & Corporate Secretary

Leesburg, VA/New York, NY

Chief Legal Officer for global on-demand private aviation and technology company with \$1B in annual revenue, operating in 10 countries across 3 continents.

Legal Affairs and Business Transactions:

- Manage the strategic plan and oversight of outside counsel for significant litigation including securities, product liability, IP and commercial matters.
- Prepared the company for Chapter 11 while simultaneously finding and closing a \$450M investment that saved the company; led divestiture of \$20M managed fleet business.
- Led the 2022 acquisition of UK public company Air Partner PLC (LSE: AIR) and negotiated \$270M debt transaction.
- Led 2021 SPAC IPO, including creation of the public company Board of Directors.

Corporate Governance and Leadership:

- Member of 6-person Global Executive Leadership Team and strategic advisor to Board of Directors.
- Act as Corporate Secretary, drive board meeting agendas and content, and attend all meetings.
- Collaborate with Nominating & ESG Committees as management team lead; created the Disclosure and Investment Committees.
- Design framework for executive compensation, equity and severance plans.
- Create the framework for the enterprise risk management program.

Government Affairs and Compliance:

- Manage the company's lobbying team and strategy.
- Company representative to National Business Aviation Association (NBAA).
- Develop new policies for Cyber, Privacy and Records Retention and collaborate with the CISO and head of Audit to monitor progress and compliance.

Hilton Worldwide (NYSE: HLT)

Jan 2017 – June 2020

Senior Vice President & Deputy General Counsel

McLean, VA

Managed global legal team supporting 17 brands in 117 countries following company's split into 3 publicly traded companies: Hilton, Hilton Grand Vacations and Park Hotels. Held direct responsibility for global compliance, employment, benefits, technology, information governance, litigation and global legal operations.

Legal Affairs and Risk Management:

- Managed global litigation, including matters related to a significant cyber breach, complex multi-million-dollar commercial disputes, property/premises liability and global employment matters.
- Created fee and class action recovery process that generated \$25M in EBITDA contribution.
- Developed and presented quarterly risk and compliance report to Audit Committee.

- Launched GDPR/CCPA and Records Management programs.

Leadership:

- Served as executive lead to Enterprise Risk Management Committee and crisis management team.
- Led team of 145 professionals in 10 offices across 3 continents and oversaw annual \$15M budget.

Hewlett Packard Enterprise (NYSE: HPE)

Oct 2015 – Jan 2017

Senior Vice President & Deputy General Counsel

Herndon, VA

General Counsel to the EVP for HPE's \$20B Enterprise Services and U.S. Public Sector businesses.

- Led 150 team members in 15 offices across 3 continents with an \$8.5M budget.
- Managed spin-off of HPE \$20B Enterprise Services division to merge with CSC (now NYSE: DXC).
- Directed commercial and US public sector matters, including bid protests.

Computer Sciences Corporation, Inc. (now DXC Technologies NYSE: DXC)

June 2012 – Oct 2015

Deputy General Counsel, Americas Region

McLean, VA

General Counsel to the SVP of the Americas Region and Global CHRO.

- Managed sales support, litigation, HR, compliance, real estate, procurement and audit functions.
- Managed spin-off of CSC's public sector division to create CSRA (NYSE: CSRA).
- Negotiated \$2.5B strategic transaction outsourcing the global telecom portfolio to AT&T.

Affiliated Computer Services Inc. (now Conduent NASDAQ: CNDT)

Dec 2006 – June 2012

Senior Vice President and Senior Corporate Counsel

Ashburn, VA

Time Warner (NYSE: TWX)

Jan 2001 – Dec 2006

Corporate Counsel, Contracts

Atlanta, GA/Ashburn, VA

The Coca-Cola Company (NYSE: KO)

April 1998 – April 1999

Senior Technology Counsel

Atlanta, GA

MCI Telecommunications Corporation (now Verizon NYSE: VZ)

May 1988 – Apr 1998

Commercial Litigator, Transactional Attorney

Washington DC/Atlanta, GA

EDUCATION

Antonin Scalia Law School, George Mason University | JD, 1989

George Mason University | BA, 1985

RECOGNITION AND LEADERSHIP

New York Moves Magazine | "Power Woman," 2022

Women Leading in Travel and Hospitality | "Top Women in Travel and Hospitality;" Advisory Board Member

DirectWomen Board Institute | Class of 2022

INTERESTS

International travel, sprint triathlons, cycling

Working toward Private Pilot's License (PPL)