



LAURA B. HELTEBRAN

EXECUTIVE AND BOARD EXPERTISE

C-Suite executive and strategic international leader with 30 years of experience in technology, travel, and aviation. Skilled at managing enterprise-wide issues facing public companies today, including ESG, DE&I, enterprise risk management, legal, compliance and governance. Expertise in high-growth, transitional and turnaround environments. Significant experience in M&A due diligence and corporate restructuring including mergers, acquisitions, and spin-offs. Successfully led a 2021 SPAC IPO (NYSE: UP), including creation of the public company Board of Directors, committees, and governance. Deep understanding of cyber, data privacy and data protection risk. Having lived outside the U.S., excels in situations requiring cross-cultural awareness.

Wheels Up (NYSE: UP)

Executive Vice President, Chief Legal Officer & Corporate Secretary

Dec 2020 – present

Leesburg, VA/New York, NY

First Chief Legal Officer for global on-demand private aviation and technology company with \$1.2B in annual revenue, operating in 10 countries across 3 continents:

- Oversee global legal, government affairs, enterprise risk management and compliance
- Direct report to the CEO and member of 6-person Global Executive Leadership Team that meets weekly to drive strategy and execution planning
- Negotiated SPAC merger agreement and led successful 2021 SPAC IPO (NYSE: UP)
- Serve as Corporate Secretary, drive meeting agendas and content and attend all meetings
- Act as management lead to Nominating & ESG Committee
- Introduced more rigorous processes for disclosure and governance, including creation of the Disclosure Committee to align regulatory disclosures and investment relations strategy, and the Investment Committee to review all M&A and significant transactions internally and with the Board
- Negotiated and led the due diligence, regulatory approval, and integration planning for the 2022 acquisition of UK public company Air Partner PLC (LSE: AIR)
- Created agreements and disclosure regime for executive compensation, equity, and severance plans
- Developed new governance around Cyber/Privacy/Records Retention

Hilton Worldwide (NYSE: HLT)

Senior Vice President & Deputy General Counsel

Jan 2017 – June 2020

McLean, VA

First Deputy General Counsel, managing daily operations of a global legal team supporting 17 brands in 117 countries. Direct responsibility for global litigation, compliance, employment, benefits, technology, information governance and global legal operations teams:

- Right-hand to General Counsel with daily C-Suite interaction
- Interacted regularly with the Audit and Compensation committees
- Executive lead to Enterprise Risk Management Committee and executive crisis management team
- Oversaw 145 team members in 10 offices across 3 continents, with a \$15M budget
- Reduced legal spend by consolidating outside firms from 72 to 17
- Established GDPR and Records Management programs
- Created fee and class action recovery process that generated \$25M in EBITDA savings

Hewlett Packard Enterprise (NYSE: HPE)

Senior Vice President & Deputy General Counsel

Oct 2015 – Jan 2017

Herndon, VA

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

- Direct report to the General Counsel with frequent C-Suite interaction
- Oversaw 150 team members in 15 offices across 3 continents, with an \$8.5M budget
- Managed spin-off of HPE \$20B Enterprise Services division to CSC (now NYSE: DXC)
- Directed commercial and US public sector matters including bid protests

Computer Sciences Corporation, Inc. (NYSE: CSC)

Deputy General Counsel, Americas Region

June 2012 – Oct 2015

McLean, VA

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

- Direct report to the General Counsel with daily C-Suite interaction
- Managed sales support, litigation, HR, compliance, real estate, procurement, and audit
- Managed spin-off of CSC's public sector division
- Negotiated \$2.5B strategic transaction outsourcing the global telecom portfolio to AT&T

Xerox, Inc. (now Conduent NASDAQ: CNDT)

Senior Vice President and Senior Corporate Counsel

Dec 2006 – June 2012

Ashburn, VA

Managed team of 15 in negotiating global outsourcing deals for IT, HR and BPO Services.

Time Warner (NYSE: TWX)

Corporate Counsel, Contracts

Jan 2001 – Dec 2006

Atlanta, GA/Ashburn, VA

The Coca-Cola Company (NYSE: KO)

Senior Technology Counsel

April 1998 – April 1999

Atlanta, GA

MCI Telecommunications Corporation (now Verizon NYSE: VZ)

Senior Director, Legal

May 1988 – Apr 1998

Washington DC/Atlanta, GA

HONORS

"2022 Top Women in Travel and Hospitality" by Women Leading in Travel and Hospitality
DirectWomen Board Institute Class of 2022

EDUCATION

JD, George Mason University School of Law, 1989
BA, George Mason University, 1985

LICENSING

Member, Virginia State Bar and District of Columbia Bar, 1989

OTHER

Raised in Saudi Arabia and enjoy international travel, sprint triathlons, cycling
Pro Bono Work: Former Board Member, Legal Services of Northern Virginia and Street Law;
Former Member Steering Committee, American Corporate Counsel Leadership Academy