

# Business Aviation Meets Artificial Intelligence: *Inside jetAVIVA's Approach*

Ben Dow & Emily Deaton

August 2025

[Link to Article](#)

---

## **Executive Summary:**

Artificial intelligence is transforming business aviation, and jetAVIVA is strategically integrating AI tools to improve operations, aircraft valuations, marketing performance, and client service. Company leaders Ben Dow and Emily Deaton emphasized that AI is already enhancing everyday aviation workflows while helping teams scale efficiently without sacrificing the personalized experience clients expect when researching private jets for sale, business jets for sale, and light jets for sale. jetAVIVA believes AI should empower every private jet broker and private jet expert to deliver smarter insights for clients exploring aircraft ownership, including those researching a Gulfstream G550 for sale, Challenger 350 for sale, Citation Mustang for sale, Phenom 300 for sale, how to buy a private jet, and how to sell a private jet.

## **Key Takeaways:**

- AI is already improving scheduling, maintenance, security, and operational efficiency across business aviation.
- jetAVIVA is using AI-powered tools to enhance aircraft valuations and real-time market analysis.
- AI-driven marketing strategies help connect buyers searching for private jets for sale and business jets for sale more effectively.
- The company believes AI should empower aviation professionals rather than replace personal expertise and relationships.
- Thoughtful AI implementation and employee training are key priorities as the aviation industry continues to evolve.

## **FAQ:**

### ***How is AI being used in business aviation today?***

AI is being used to improve scheduling, maintenance tracking, aircraft valuations, security, marketing performance, and operational efficiency across business aviation.

### ***How can AI help buyers researching how to buy a private jet?***

AI can analyze market trends, pricing activity, and buyer preferences to provide faster insights for clients researching private jets for sale and business jets for sale.

### ***Can AI improve aircraft valuations for models like a Gulfstream G550 for sale or Challenger 350 for sale?***

Yes, AI-powered valuation tools can help identify pricing trends and market conditions for aircraft such as a Gulfstream G550 for sale or Challenger 350 for sale.

### ***How does AI support private jet marketing strategies?***

AI helps companies create more targeted campaigns and connect with buyers searching for aircraft such as a Citation Mustang for sale, Phenom 300 for sale, and other light jets for sale.

### ***Why are private jet experts still important in an AI-driven industry?***

A private jet expert and experienced private jet broker provide personalized guidance, relationship management, and strategic advice that technology alone cannot replace.

#### **About**

Founded in 2006, jetAVIVA is a globally recognized private jet broker and private jet expert, celebrating 20 years as a leader in turbine aircraft sales and acquisitions. Having supported thousands of clients in over 40 countries, jetAVIVA consistently ranks among the top firms for private jets for sale and business jets for sale by total transactions. The company specializes in representing buyers and sellers across the full spectrum of aircraft, including light jets for sale, super-midsize platforms like the Challenger 350 for sale, and large-cabin aircraft such as the Gulfstream G550 for sale. jetAVIVA provides comprehensive, expert guidance on how to buy a private jet, how to sell a private jet, and how to maximize value throughout the entire ownership lifecycle.