



**eVTOL**  
INSIGHTS

SHAPING THE FUTURE OF  
ADVANCED AIR MOBILITY

# WOMEN IN AAM SPECIAL REPORT 2025

RECOGNISING THE INFLUENTIAL  
WOMEN WORKING ACROSS  
THE GLOBAL ADVANCED  
AIR MOBILITY MARKET

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**WOMEN IN AAM**



Welcome to eVTOL Insights' Women in AAM Special Report 2025. We're pleased to announce our third edition of the Special Report celebrating remarkable women across the global Advanced Air Mobility industry.

The number of nominees exceeded our expectations and we're grateful to all of you who nominated so many exceptional women. We acknowledge there are many more deserving women in AAM and encourage them all to keep shining a light on our industry.

eVTOL Insights' Women in AAM is delighted to recognize these extraordinary women who inspire the future of AAM. They are impacting global efforts in AAM through their recognised leadership in a variety of disciplines from technological innovation, electric and hybrid propulsion, AI, simulation, airspace management to licensing and regulatory pathways.

The women in our Special Report focus their

expertise on fostering a safe and sustainable future for AAM.

Their commitment to the success of this nascent industry will serve as inspiration to the next generation of women who pursue careers in AAM. We applaud these trailblazers for setting such high standards and congratulate them all.

And if you're working in this wonderful industry and would like to be a part of our Women in AAM community, then please send an email to [claire@womeninaam.com](mailto:claire@womeninaam.com) with your name, job title and company plus headshot image. Joining is completely free and if you'd also like to join our WhatsApp group, please also add a suitable contact number in your email.

Thank you, and keep pushing the boundaries!

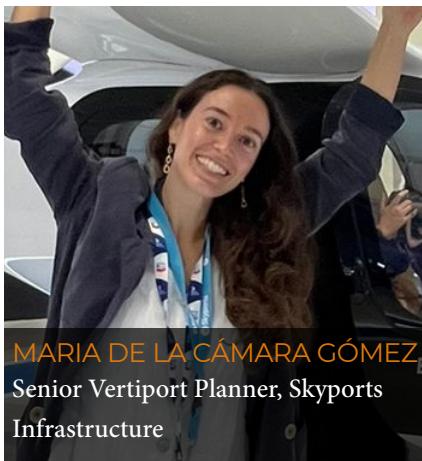
**MARILYN PEARSON**  
Chairperson of Women in  
AAM Initiative

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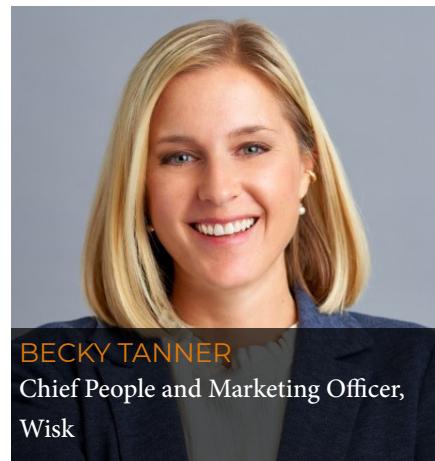
**GEMMA VENTURINO**

CEO, Pulshn.io



**MARÍA DE LA CÁMARA GÓMEZ**

Senior Vertiport Planner, Skyports Infrastructure



**BECKY TANNER**

Chief People and Marketing Officer, Wisk



**CHRISTINA MARTENS**

Development Engineer at H2FLY



**CHARLOTTE ESSIET**

CEO Elnit Systems Ltd



**GWEN LIGHTER**

Founder and CEO, GoAERO Prize



**VANNINA LEGENDRE**

VP Business Development, Archer



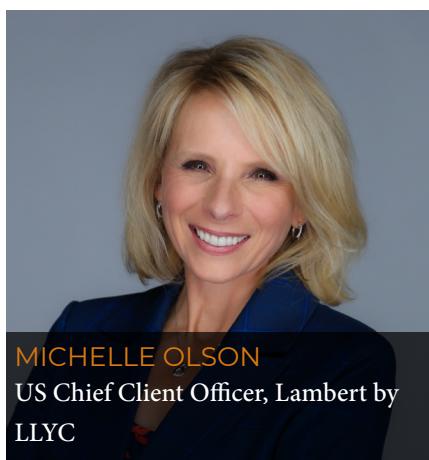
**KRISTINA MENTON**

Head of Flight and Customer Support, Pivotal



**KATRIN MAYRHOFER**

COO and Co-Founder of ELSA Industry



**MICHELLE OLSON**

US Chief Client Officer, Lambert by LLYC



**HELEN EATON**

Marketing Director at Evolito



**WOMEN IN AAM**



## GEMMA VENTURINO

### CEO, PULSHN.IO

Gemma is an environmental scientist and space engineer who has applied herself to Advanced Air Mobility as a climate friendly means of transport across multiple sectors.

She has been a senior policy leader in Whitehall, London where she shaped, audited and delivered policies and major programs that had VTOL and environmental technologies within them. She has also been the Strategy and Ventures lead for the Chief Technology Officer of the Royal Navy, where she championed eVTOL technology.

Since coming to Canada, Gemma has had a direct hand in major aerospace patents that will transform sustainable aviation with broad applicability in other sectors. The first is a parallel hybrid thrust addition system for those critical phases of flight where additional thrust is required.

The second is a super heavy lift eVTOL drone with lift capacity beyond anything in the market.

It is aimed at Canadian wildfire efforts, major logistic company deliveries, and wider use cases.

She has really made her mark in the eVTOL sector in a very short period of time, benefiting from her extensive senior experience coupled with strong start up credentials. She is one to watch as the AAM sector grows strongly with eVTOL technology.

Her advice has already helped major OEMs that include one of the largest helicopter manufacturers in the world. She has helped them as they grasp the eVTOL technology and its effect on their product strategies.

Not only does she fully understand the importance of AAM but she also has the capacity to innovate and more importantly deliver new technologies to the market.



# MARIA DE LA CÁMARA GÓMEZ

## SENIOR VERTIPORT PLANNER, SKYPORTS INFRASTRUCTURE

Maria plays a central role in designing and delivering the next generation of vertiports to enable the safe and scalable deployment of electric air taxi services across the globe.

Working closely with leading eVTOL manufacturers, she ensures that each site is tailored to aircraft performance and operational requirements, bringing both precision and foresight to every AAM project.

Maria quickly became an inseparable part of developing Skyports' vertiport network in Dubai, contributing to critical planning and design activities. Her work spans across several of Skyports' key geographies, including Middle East, Europe, Australia, Korea, and the US.

Leveraging her background in airport strategy and planning, she rapidly built deep expertise in vertiport design, particularly in the development of safe and efficient layouts and airspace assessments, translating traditional airport principles to cutting-edge vertiport environments with confidence and agility.

Maria is also a committed advocate for gender diversity in the aviation and AAM sectors. Within Skyports, she is an active member of the internal Women in Skyports group, a grassroots initiative focused on fostering a more inclusive and equitable workplace.

The group works to ensure that women are considered in hiring processes, supported in their professional development, and given equal opportunities in engineering and aeronautics.

She also volunteers at university career fairs, encouraging young women to explore paths in STEM and helping demystify what it's like to be a



female aerospace engineer, especially for those who, like her, once found themselves in classrooms/sectors with few women.

Recently, Maria joined the newly launched Women in AAM initiative from eVTOL Insights, where she supports industry-wide efforts to uplift and connect women in the rapidly evolving advanced air mobility space.

Before joining Skyports, Maria built a diverse portfolio of experience in aviation strategy and consulting. At ALG, she led multidisciplinary teams across international engagements focused on airport planning, traffic forecasting, feasibility assessments, and commercial strategy – spanning projects in the Middle East, South America, Asia, and Europe.

Maria's leadership mindset first took shape during her time co-founding Taiga, a startup that aimed to transform the foodservice industry. As project lead, she helped define the strategy and set performance metrics, while learning how to balance diverse skills and navigate cross-cultural dynamics. It was a hands-on lesson in collaborative leadership that continues to guide her today.



# BECKY TANNER

## CHIEF PEOPLE AND MARKETING OFFICER, WISK

Becky is responsible for bringing the world's first self-flying, all-electric, four-seat air taxi to market. She leads Wisk's Marketing, People, and Go-To-Market team.

She also oversees the Product Design team, which is responsible for designing Wisk aircraft to be accessible, comfortable, and safe for all.

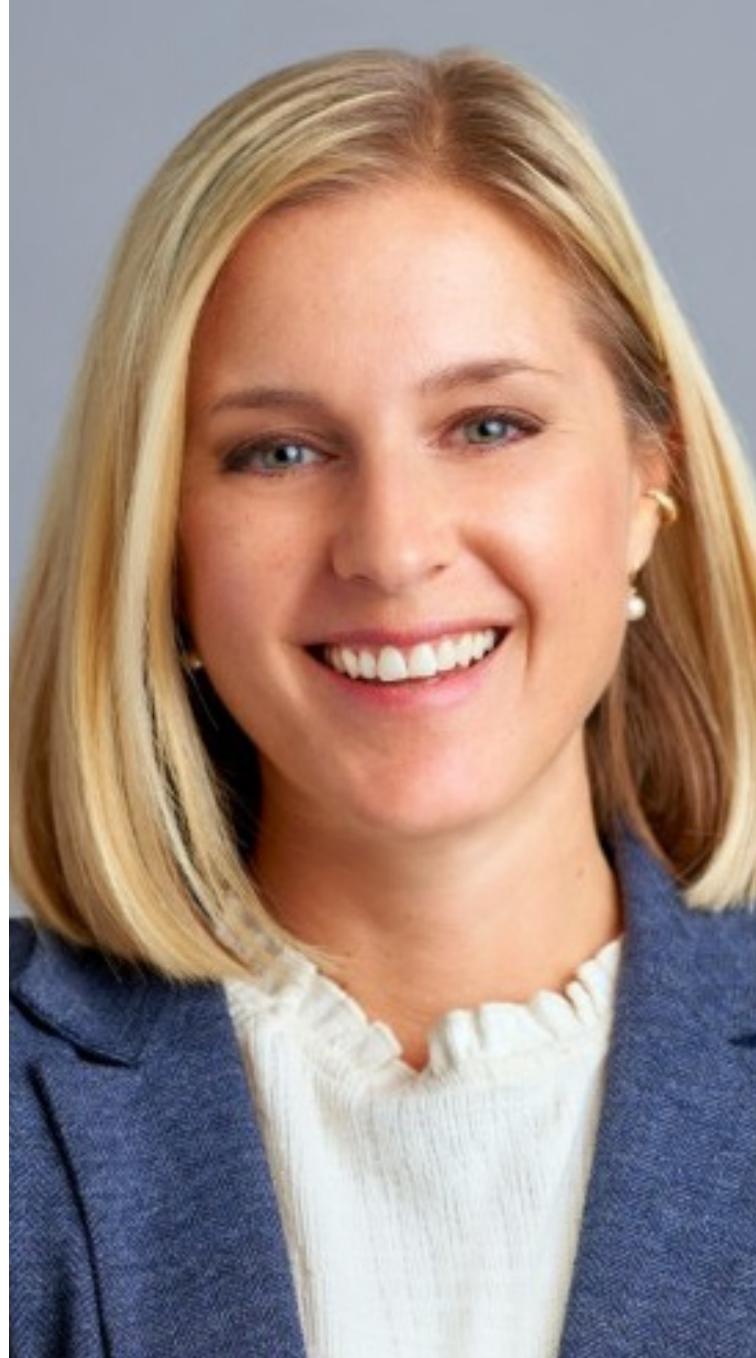
Overseeing Marketing, Product Design, and People, Becky has the unique opportunity to focus on all audiences – internal and external. Joining Wisk in 2019, Becky has been instrumental in shaping the company's brand and public perception in the advanced air mobility market.

She played a lead role in the creation of the company as a new joint venture between Kitty Hawk and Boeing, before ultimately shepherding the brand to become a fully-owned Boeing subsidiary in 2023.

Becky has also effectively utilized Wisk's distinctive warm yellow branding to create a memorable and approachable image, emphasizing the company's commitment to safe, everyday flight for everyone. Through public engagement at key events like the Paris Air Show, Becky helps articulate the company's vision to audiences on a global scale.

Before joining Wisk, Becky was Vice President of Marketing at Liquid Robotics, an autonomous ocean robotics company. She has a broad portfolio of skills including brand development and management, creative direction, strategic positioning, integrated marketing programs, web marketing, and operations.

Becky also served as executive director, corporate



marketing and operations at Maxim Integrated, where she successfully led the rebranding effort for a 2.5B company, transforming and elevating its brand in the global market.

She earned her Bachelor of Science in Business Administration with a concentration in Marketing from California Polytechnic State University, San Luis Obispo.





## CHRISTINA MARTENS

### DEVELOPMENT ENGINEER AT H2FLY

Christina Martens is a Development Engineer at H2FLY, a company pioneering hydrogen-electric propulsion systems for aircraft.

She plays a key role in designing individual components as well as process subsystems that support the development of alternative technologies aimed at reducing emissions in aviation.

Christina holds a master's degree from RWTH Aachen University followed by four years of research into electrochemical cell development at Forschungszentrum Jülich.

Her strong academic background in environmental and process engineering now guides her work on complex challenges in electrochemical systems and processes.

Driven by a passion for translating scientific concepts into practical applications, Christina is contributing to the advancement of hydrogen-electric flight.



## CHARLOTTE ESSIET

### CEO ELINT SYSTEMS LTD

Charlotte is a visionary leader driving innovation at the intersection of energy, technology, and aviation.

As the CEO of Elint Systems Ltd, she leads Nigeria's pioneering Unmanned Traffic Management (UTM) company, advancing the safe integration of drone technology into national airspace and creating new revenue pathways for public and private stakeholders.

Her professional roots run deep in the oil and gas industry, where she built expertise in marine logistics, offshore operations, and technical training.

This foundation sharpened her strategic leadership, stakeholder management, and resilience qualities she now channels into shaping Africa's emerging drone and aviation ecosystem.

Charlotte also serves on the Board of Trustees of the Women in Energy Network (WIEN), championing inclusion, mentorship, and leadership among women in the energy sector.



# GWEN LIGHTER

## FOUNDER AND CEO, GOAERO PRIZE

Gwen Lighter is a visionary leader in advanced air mobility and emergency response aviation.

As the Founder and Chief Executive Officer of GoAERO (Aerial Emergency Response Operations), she is spearheading the global effort to develop next-generation aerial technologies that save lives.

Under her leadership, GoAERO launched the GoAERO Prize in 2024, a three-year international competition with more than \$2 million in prizes, designed to challenge innovators worldwide to design, prototype, and fly 'Emergency Response Flyers'.

These are uncrewed, autonomy-enabled aircraft capable of performing rescue missions, delivering supplies, transporting first responders, and responding to medical, humanitarian, and disaster-relief emergencies.

Gwen's drive originates from personal experience. She recalls accompanying her father in an ambulance during a medical emergency, stuck behind traffic, and the urgent realization that response times—and thus outcomes—can depend heavily on technology, infrastructure, and innovation.

Her approach combines a strong belief in cross-sector collaboration with a conviction that advanced air mobility (AAM) must deliver concrete, life-saving capabilities.

Through GoAERO, Gwen has helped bring together universities, private industry (including partners like NASA, Boeing, RTX, Honeywell), non-profit organisations, first responder communities, and regulatory stakeholders to ensure that innovation is safe, practical, and globally accessible.



Gwen is particularly focused on ensuring that emergency response gaps—such as those faced by people in "ambulance deserts" or remote regions—are addressed. By pushing for portable, versatile, autonomy-enabled flyers capable of operating even under adversity, she is helping to redefine what aerial emergency support can be.

With Stage 1 of the GoAERO Prize already having awarded hundreds of thousands of dollars to teams across more than 80 countries, Gwen continues to lead the organisation's work through subsequent prototype and final 'fly-off' stages, aiming not just to stimulate innovation, but to get actual lifesaving aircraft into the hands of responders.



# VANNINA LEGENDRE

## VP BUSINESS DEVELOPMENT, ARCHER

Vannina Legendre brings over two decades of global supply-chain, sourcing and operations leadership to her role driving business development at Archer Aviation.

She currently serves as Vice President of Business Development, where she leverages her deep expertise in complex supply networks, strategic partnerships and manufacturing readiness to support Archer's mission of commercialising safe, sustainable eVTOL aircraft.

Prior to joining Archer, Vannina held senior supply-chain roles at several aerospace, aviation and high-technology organisations. Most recently, she was Senior Director of Supply Chain at Intelsat, and before that held leadership posts at Gogo in global supply chain and customer operations functions.

Earlier in her career, she managed raw-material logistics and purchasing with Airbus, and also held director-level roles in manufacturing and supply chain leadership in the industrial sector.

At Archer, Vannina was initially appointed Head of Supply Chain (mid-2021) and has since transitioned to her current business development remit.

In this capacity she is instrumental in forging strategic supplier alliances, aligning Archer's supply-chain infrastructure with certification and production requirements, and scaling the company's readiness for launch and commercial operations.

For example, she played a key role in supplier selection and onboarding as Archer advanced its



production readiness for its 'Midnight' aircraft.

Vannina holds a Master of Engineering from ICAM (Institut Catholique d'Arts et Métiers) and has completed executive-education in high-performance leadership at the University of Chicago Booth School of Business.





## KRISTINA MENTON

### HEAD OF FLIGHT AND CUSTOMER SUPPORT (FORMER CHIEF OPERATING OFFICER), PIVOTAL

Kristina leads all aspects of the company's ongoing flight operations including flight test engineering, pilot training and certification, and she owns customer support for Pivotal.

Over her ten-plus years with the company, Kristina has held key technical and leadership roles including propulsion design and manufacturing, mechanical engineering, flight test engineering, and quality. She has also served as the company's Chief Operating Officer. As the business evolved from a scrappy, secretive, serial prototyping, technology development operation to its present state, where Pivotal is delivering products while serving customers in Personal, Defense and Public Safety segments both safely and reliably, Kristina delivered leadership in support of that transformation.

Once a Pivotal (formerly Opener) early founding employee, Kristina now serves as an officer and senior leader at the company. Prior to Pivotal, Kristina held positions as a propulsion engineer at Pratt & Whitney Canada and GE Power Switzerland.

Since 2023, the company has trained and qualified over 50 new Pivotal eVTOL pilots including Pivotal's early access program (EAP) customers, who are the half-dozen aircraft owners of the company's developmental BlackFly™ v3.3. Recently the company achieved the milestone of over 9000 accumulated flights





and 2500 human piloted flights. All of this has been achieved while maintaining a flawless human flight safety record. Under her supervision, Pivotal's Part 103 air vehicles have become the most prevalently piloted civilian Powered-Lift Aircraft globally.

Kristina holds an FAA private pilot's certificate and was among the company's very first eVTOL pilots during the early human flight testing of the BlackFly V2. Kristina earned her BASc Mechanical Engineering, graduating Summa Cum Laude, from the University of Toronto.

Pivotal's single-seat eVTOL combines advanced technology, safety, and ease of use in a remarkably elegant light powered-lift aircraft.



Cloud-connected with a state-of-the-art display and smart flight controllers, in flight the software manages motor speeds and other control surfaces automatically for smooth, precise operation. The aircraft can take off and land vertically on a range of surfaces including grass, pavement, snow, or ice, and is designed to be transportable, fitting in a 16' trailer and ready to fly in 30 minutes. Pivotal's personal aircraft including the new Helix™ and legacy BlackFly developmental eVTOL weigh less than 350 pounds empty, takeoff vertically using eight electric motors, and transition seamlessly from hover to forward flight. The aircraft cruise at up to 63 mph. The BlackFly has a typical range of 20 miles or 20 minutes with a full 20 per cent reserve. The Helix aircraft, moving towards production with evolved energy storage and battery management technology, offers materially increased range and duration more than 25 miles / 25 minutes. Final specs are expected to be released before the end of year.

# PIVOTAL

# KATRIN MAYRHOFER

COO AND CO-FOUNDER OF  
ELSA INDUSTRY, AND CO-  
FOUNDER AND DIRECTOR  
OF PR & COMMUNICATION  
AT EYRIE AERO.

Katrin Mayrhofer is an accomplished aerospace executive and innovator with over 28 years of experience driving complex projects and fostering international collaboration within the aerospace sector.

As COO and Co-Founder of ELSA Industry, and Co-Founder and Director of PR & Communication at Eyrie Aero, she has worked in major research initiatives including CityAirbus, Bluecopter, and the led the Program for the Romanian Consortia of the groundbreaking RACER project, where she managed technical planning and execution for the main fuselage.

Katrin is an advocate for gender equality and sustainability in aviation, actively shaping industry networks and serving as a board member for organizations like the European Rotorcraft Women Network and One Billion Farmers.

She is also the patron, sponsor, and jury member of the European Rotors Student Challenge “Rotorthon,” helping foster new talent and innovation in the rotorcraft industry.

As the former Chair of the Board of Liaisons and Country Liaison for Romania at the Advanced Air Mobility Institute, Katrin works to broaden access to advanced air mobility, foster international cooperation, and promote diversity and inclusion across the industry.

In addition to her industry achievements, Katrin is the author of “Inclusive Sky,” a book that



reimagines the future of flight and air mobility through the eyes of DEI—championing diversity, accessibility, and bold learning for the next generation.

Her publication asks, “Who flies with us? Who gets left behind? And who decides?” and inspires the next generation to see themselves as active participants in shaping tomorrow’s skies.

Beyond aviation, Katrin serves as an ambassador for Castillia, a visionary platform dedicated to revitalizing cultural heritage by connecting extraordinary historical sites with discerning clients for unforgettable events—effectively bridging the gap between past and present through digital innovation and heritage conservation.

Katrin’s dedication to leadership, mentorship, and advocacy continues to be recognized in global industry circles. Her work shapes aerospace research, empowers future leaders, and advances sustainable, accessible mobility for all. Her Leadership and commitment to innovation continues to advance aerospace research and next-

generation  
mobility  
solutions.



# MICHELLE OLSON

## US CHIEF CLIENT OFFICER, LAMBERT BY LLYC

Michelle Olson is U.S. Chief Client Officer at Lambert by LLYC, a full-service integrated marketing communications and investor relations firm with talent hubs in Arizona, Michigan, Missouri and New York.

Michelle leads the firm's aerospace & defense and advanced air mobility practice areas and drives strategic growth and partnerships for the firm. Recently, Michelle led an integrated team in a campaign to assist an aerospace defense company in winning the largest military contract in its history.

She also helped launch its advanced air mobility eVTOL at CES and UberElevate in 2019, when the industry was still nascent. Michelle convened key leaders in Arizona recently for the inaugural AZ Advanced Air Mobility Summit, which led to the governor creating a single point of influence for the AAM industry that will pursue investments and growth over the coming years.

With more than 35 years in public relations and integrated marketing, Michelle has served clients across the U.S. and internationally and has significant experience in corporate communications and issues management across industries.

A notable business leader and entrepreneur, Michelle founded and led her own company prior to its acquisition by a New York ad agency in 2014.

At that time her firm ranked as Arizona's third largest by the Phoenix Business Journal and had handled communication strategy for numerous high-profile real estate development projects, including the Phoenix Coyotes' Glendale Arena grand opening, two industry-leading lifestyle



centers: Kierland Commons and Scottsdale Quarter, and the opening of several master planned communities, hotels, restaurants and golf courses throughout the Southwest.

Michelle was national chair of PRSA in 2021 and previously served on the national board of directors and as a leader at the chapter and regional levels. As chair during a global pandemic, Michelle focused her efforts on increasing member communication, improving access to member resources and equipping PR practitioners to identify and combat disinformation, break down barriers for diverse students and professionals to enter the industry, and set the tone for civil discourse.

**L1** LAMBERT  
by LLYC

# HELEN EATON

## MARKETING DIRECTOR AT EVOLITO

Helen Eaton, Marketing Director at Evolito, is helping to shape the narrative of the company as it accelerates the electrification of aviation and navigates the emerging Advanced Air Mobility sector.

At Evolito, Helen is responsible for articulating and promoting a compelling vision for how Evolito's next-generation electric propulsion and generation systems, built around axial-flux motor technology originally proven in automotive, are enabling the rapid transition to eVTOL, UAV, UAM and fixed-wing electric aircraft applications.

She works closely with Business-development, Engineering and Supply Chain teams to align market strategy, customer engagement and thought leadership in this fast-moving sector. A key part of her role is prioritising the customer journey—ensuring that every touchpoint reflects Evolito's innovation, reliability and strategic value to OEMs and stakeholders.

Her role is critical as Evolito advances from start-up to scale-up and progresses the Engine certification journeys it is on, with newly announced customer Electra.aero being one example.

Helen's marketing leadership plays a vital role in building trust, shaping perception and driving commercial traction. Her efforts help translate complex technical milestones—such as securing the UK CAA's Design Organisation Approval (DOA), a first for electric propulsion systems in the UK, into clear, compelling messages that resonate with customers, investors and industry influencers.

By helping OEMs and AAM stakeholders understand the business-case advantages of



Evolito's type-certified, highly power-dense, lightweight engine systems, Helen ensures that Evolito's innovations are not only recognised but also adopted.

Prior to joining Evolito, Helen led marketing teams in both aerospace and automotive sectors, equipping her to bridge the engineering-intensive world of propulsion technology with the commercial and investor imperatives of an emerging mobility ecosystem.

Helen's work at Evolito underscores the importance of strong brand, communications and customer-insight capabilities in realising the promise of electric aviation and advanced air mobility. Her efforts have helped amplify Evolito's position as a cutting-edge electric propulsion and generation systems provider and strategic partner to OEMs inventing the future of flight.

**Evolito**  
The Power of Electric Flight



**WOMEN IN AAM  
SPECIAL REPORT 2025**

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