MYSKY TECHNOLOGY ENABLES THRIVE AVIATION TO DOUBLE FLEET IN 18 MONTHS

News / Business aviation



Thrive Aviation has doubled its managed fleet from 13 to 30 aircraft in just 18 months through adoption of MySky financial automation platform.By centralising financial processes, Thrive has shortened its monthly close by five business days, reduced data entry errors by 20% and cut receipt review time in half. Vendor and fuel procurement savings now exceed $200,000 across the managed fleet, strengthening the company's ability to attract new aircraft owners with transparent reporting and cost control.

Curtis Edenfield, co-founder and CEO of Thrive Aviation, said: "There's no way we could have scaled this quickly if we had stayed in spreadsheets. MySky unlocks operational capacity and foresight, simplifies workflows and gives us the automation we need to grow – without adding headcount or complexity."

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Jean De Looz, COO, global SaaS at MySky, commented: “Thrive is a perfect example of what happens when operational ambition meets financial clarity. Its ability to scale rapidly without sacrificing control or service quality is testament to the power of automation, transparency and partnership. We are proud to be part of this journey.”



Founded in 2018 to challenge inefficiencies in charter management, Thrive now ranks among the top 15 charter operators on Private Jet Comparisons and has appeared on the Inc. 5000 list for four consecutive years. The company’s expansion highlights both demand for premium private aviation and the impact of MySky’s technology in delivering operational scale.

Rickey Oswald, COO and partner at Thrive Aviation, stated: “Our partnership with MySky goes beyond technology. The MySky team is responsive, proactive and invested in helping Thrive deliver on its brand promise. It is a level of support that is rare in the software space.”

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24 SEPTEMBER 2025

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https://ut.50skyshades.com/news/business-aviation/mysky-technology-enables-thrive-aviation-to-double-fleet-in-18-months

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