STEPHANIE GOETZ: 5 INSIGHTS ON BEING A WOMAN IN AVIATION AND EMBRACING UNCONVENTIONAL CAREER PATHS

News / Business aviation, Personalities

When Stephanie Goetz recently sat down on Viasat's viral podcast Above the Noise, one thing quickly became clear: her journey into aviation was anything but conventional. In the episode, Stephanie breaks down her incredible career trajectory with host Kolin Jones, CEO of Amalfi Jets. From a decade in broadcast journalism to building an executive coaching business, and ultimately becoming a trailblazing pilot, Stephanie's path shows how careers in aviation aren't always linear, and also why visibility and representation are critical in bringing more women into the industry.

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With the full episode available to watch on YouTube, here, we break down Stephanie's top five insights on becoming, and being, a woman in aviation:

1. There is no single path into aviation

Stephanie's route into aviation wasn't planned out. Before stepping into the cockpit, she built a successful career in broadcast news, initially drawn to storytelling and sports. At one stage, she had even considered a completely different path as a pharmacist before realising it wasn't the right fit.

Like many people starting out in their careers, she didn't have a clear roadmap at 18, and that uncertainty became a defining part of her journey. Instead of following a linear path, she explored different directions until she found something that she was truly passionate about.

Stephanie's story shows that aviation doesn't solely belong to those who have always known they wanted to fly. As an industry, it can appear hard to reach from the outside, but Stephanie's message is clear: don't let this dissuade you. If you discover an interest, pursue it. The world of aviation is open to people who discover their passion later, bringing with them a wider breadth of valuable experiences and perspectives.

2. "Girls need to see women in the cockpit"

Despite being exposed to aviation early in her career, covering aerospace stories and flying in helicopters and military aircraft, Stephanie never initially saw herself as part of that world.

That changed when a flight instructor invited her to cover a story at a flight school, where she found herself in the left seat for the first time and realised a future in aviation was possible.

For Stephanie, that moment cemented a simple but powerful belief: *"Girls need to see women in the cockpit"* – highlighting a critical gap in the industry, where awareness alone is not enough without visible representation.

For women, who remain underrepresented in aviation, that gap between awareness and representation continues to shape who ultimately enters the industry. Stephanie is proud to be an example for future generations of women, and hopes to see numbers increase in the future.

3. Skills from outside aviation can translate directly into the flight deck

Stephanie's background in broadcasting may seem far removed from the world of aviation, but in reality it afforded her a skillset that translated directly into the cockpit. Working in broadcast news meant operating under pressure, communicating clearly, and navigating unpredictable situations, all of which are essential to operating an aircraft.

She also highlights the strong parallels between aviation and entrepreneurship – both require the ability to think ahead, anticipate risks, and focus on execution step by step.

Stephanie's journey reinforces the fact that aviation benefits from cross-industry experience. Diverse experiences don't just add variety, they enhance decision-making and performance.

4. Resilience and personal setbacks shape direction and purpose

Stephanie's path has also been shaped by personal loss, which influenced how she approaches

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both life and career. Experiencing early setbacks gave her a deeper sense of perspective, reinforcing the importance of being intentional about what she chose to pursue.

This mindset ultimately helped her make bold decisions, including leaving a stable career in broadcasting to build her own business, and later fully committing to aviation.

She speaks openly about the discomfort that comes with stepping into the unknown, but emphasises that growth often sits on the other side of that uncertainty. For her, the key was recognising that the “safe” path was not always the most fulfilling one. Without taking that risk, she might have never entered the world of aviation and established the successful career she enjoys today.

5. Representation isn’t optional – it’s critical to aviation’s future

Today, Stephanie is actively working to change how aviation is viewed and who feels included in it. Through initiatives like The Pink Jet, a charity program raising funds and awareness for breast cancer, she is helping create visibility for women and showing younger generations that the flight deck is open to them.

For her, representation goes beyond inspiration. It’s about safety, performance, and the industry’s long-term success. As she explains, diversity in aviation is not just a “nice to have”; it’s critical in the flight deck, because different perspectives can influence how situations are understood and managed.

When more women enter aviation, it doesn’t just broaden representation; it helps the industry evolve.

Opening the door for the future

Stephanie Goetz’s story isn’t just about a non-traditional path into aviation; it’s about what happens when someone is given the opportunity to see themselves in it.

Her journey highlights a fundamental truth: while aviation doesn’t have a single entry point, access to it remains uneven.

As the industry looks to the future, closing that gap will be critical to unlocking its full potential. It’s not enough to create opportunities – the industry must also ensure women can see them, engage with them, and ultimately imagine themselves in the left seat.

For more, hear Stephanie’s full discussion here on Viasat’s podcast Above the Noise.

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