

Former MLB All-Star Carlos Peña Joins PLS Aviation as Strategic Partner, Sports & Entertainment

Former MLB All-Star Carlos Peña will help expand PLS Aviation's presence across sports, entertainment and business.

TAMPA, FL, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- [PLS Aviation](https://www.einpresswire.com/PLSAviation), the private aviation company founded by former NFL player, coach and executive and Wheels Up co-founder Jim Pyne, today announced that former Major League Baseball All-Star Carlos Peña has joined the company as Strategic Partner, Sports & Entertainment.

Peña will work alongside Pyne to expand PLS Aviation's presence across professional sports, entertainment and business, helping develop new relationships, strategic opportunities and partnerships while supporting the company's continued growth.



Former MLB All-Star Carlos Peña joins PLS Aviation as Strategic Partner, Sports & Entertainment.

A former MLB All-Star and one of the most celebrated players in Tampa Bay Rays history, Peña played 14 seasons in Major League Baseball. During his career, he earned All-Star, Gold Glove and Silver Slugger honors and led the American League with 39 home runs in 2009. Since retiring from baseball, Peña has remained active across sports, media and business while maintaining deep relationships throughout the professional sports community.

"Carlos is someone I have tremendous respect for, both for what he accomplished as a player and for the person he is," said Jim Pyne, Founder and CEO of PLS Aviation. "He understands relationships, trust and taking care of people—the same principles we built PLS around. Carlos brings tremendous credibility, relationships and a builder's mindset to PLS, and I'm excited to have him alongside us as we continue to grow."

PLS Aviation provides on-demand private jet charter, aircraft sourcing, aviation advisory services and 24/7 concierge support to executives, families, high-net-worth individuals, sports organizations and corporate clients worldwide.

Unlike traditional membership-based private aviation programs, PLS operates without membership fees and focuses on transparent pricing, safety, service and personalized execution. The company sources aircraft through a network of safety-vetted operators and provides clients with a single point of contact throughout their travel.



“I’m excited to be part of what Jim is building at PLS Aviation,” said Peña. “Jim has spent years building relationships at the highest levels of sports and business, and I believe strongly in the way he approaches private aviation—with trust,

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Jim Pyne, Founder & CEO, PLS Aviation

transparency and an unwavering commitment to the client. This is personal for me. I understand the demands that athletes, executives and their families face when they travel, and I’m looking forward to helping Jim build the sports and entertainment side of PLS.”

Pyne launched PLS Aviation after more than a decade helping build Wheels Up, where he served as a co-founder and Chief Partnership Officer. Before entering private aviation, Pyne spent more than 15 years in the NFL as a player, coach and executive.

Pyne is also the host of [On the Line with Jim Pyne](#), a fast-growing sports and leadership podcast that recently reached No. 6 in Apple Podcasts’ Sports category. The show features candid conversations about leadership, culture, adversity and success with prominent coaches, executives and athletes, including Andy Reid, John Harbaugh, Dan Quinn and Kyle Whittingham.

Peña’s addition marks another significant step in PLS Aviation’s growth and expands the company’s reach within the sports and entertainment industries, where both Pyne and Peña

have developed longstanding relationships.

About PLS Aviation

PLS Aviation is a private aviation advisory and charter brokerage company providing on-demand private jet charter, aircraft sourcing, aviation advisory services and 24/7 concierge support. Founded by former NFL player, coach and executive and Wheels Up co-founder Jim Pyne, PLS Aviation is built around safety, service, trust, transparency and execution.

Private Aviation. Perfectly Executed.

Media Contact:

Jim Pyne

Founder & CEO

PLS Aviation

Jpyne@plsaviation.com

(216) 333-5444

Jim Pyne

PLS Aviation

+1 216-333-5444

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