



Stephen Deucker

**Vice President & General Manager, Vision Center, Alcoa, TN
Cirrus Aircraft / 110 Tyson Blvd, Ste 201, Alcoa, TN 37701**

As Vice President and General Manager of the Cirrus Vision Center at McGhee Tyson Airport, Stephen Deucker is responsible for shaping and delivering exceptional customer experiences across every aspect of the company's operations. From setting customer engagement standards and overseeing training systems to guiding the overall brand experience, Stephen plays a pivotal role in ensuring that customers coming from around the world receive best-in-class service when taking delivery of their aircraft, receiving training, or accessing service at the Vision Center.

Before joining Cirrus Aircraft, Stephen spent more than 25 years in leadership roles with The Ritz-Carlton Hotel Company, where he helped elevate guest experiences and destination appeal at top-tier resorts including Amelia Island, Tucson, Sarasota, and Orlando. His extensive background in luxury hospitality has honed his ability to create memorable, high-impact experiences with a relentless focus on appreciating customers at every touchpoint.

A pilot and passionate general aviation enthusiast, Stephen holds an MBA from the University of South Florida. He has lived in the area for nearly a decade with his wife and three children.

In addition to his role at Cirrus, Stephen remains actively involved in the community. He currently serves on the Maryville College Hospitality Advisory Board, the Blount County Aviation Collaborative, the University of Tennessee Aerospace & Defense Advisory Board, and the Board of Directors for the Knoxville Chamber. He is also a member of the Vistage CEO Peer Advisory Group. A 2019 graduate of Leadership Knoxville, Stephen has also served as VIP Chair for the Blount Chamber of Commerce.