

Behind the Scenes at jetAVIVA:

Meet Michael Barber

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Executive Summary:

Michael Barber, jetAVIVA's new Managing Director and Vice President of Sales Operations, brings a unique blend of crisis leadership, operational discipline, and relationship-focused sales expertise to the aviation industry. With a background in firefighting, emergency medical response, and leading large volunteer organizations, Michael has built a reputation for composure, integrity, mentorship, and client trust—qualities that position him as a valuable advisor and leader for both jetAVIVA and its clients.

Key Takeaways:

- Michael Barber serves as Managing Director and Vice President of Sales Operations at jetAVIVA. In this role, he focuses on leading sales operations, mentoring the next generation of aviation professionals, strengthening industry standards, and building authentic, trust-based relationships with clients.
- Michael brings leadership under pressure, crisis-management experience, operational discipline, and a highly relationship-driven approach to aviation sales. His background as a firefighter, EMT, and ski patrol director demonstrates composure, accountability, service-minded leadership, and the ability to make sound decisions in high-stakes situations. Clients benefit from his authenticity, trustworthiness, mentorship mindset, succession-planning philosophy, and commitment to guiding aircraft ownership decisions with integrity and data-driven insight.

Related Information:

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About 

Founded in 2006, jetAVIVA is a globally recognized private jet broker and private jet expert, celebrating 20 years as a leader in turbine aircraft sales and acquisitions. Having supported thousands of clients in over 40 countries, jetAVIVA consistently ranks among the top firms for private jets for sale and business jets for sale by total transactions. The company specializes in representing buyers and sellers across the full spectrum of aircraft, including light jets for sale, super-midsize platforms like the Challenger 350 for sale, and large-cabin aircraft such as the Gulfstream G550 for sale. jetAVIVA provides comprehensive, expert guidance on how to buy a private jet, how to sell a private jet, and how to maximize value throughout the entire ownership lifecycle.