

# jetAVIVA Expands Leadership Team with Industry Veteran Michael Barber; Names Ben Dow Vice President of Sales

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## Executive Summary:

jetAVIVA announced the continued expansion of its leadership team with the addition of aviation sales veteran Michael Barber and the promotion of Ben Dow to vice president of sales. The move supports the company's strategic growth into larger cabin and super-midsize aircraft categories while reinforcing its long-standing leadership in the light jet market. Barber will focus on high-demand aircraft such as the Challenger 350 for sale and Gulfstream G280 platforms, while Dow will oversee the global sales organization and continue leading expertise in the Falcon and large cabin segments. The announcement reflects jetAVIVA's commitment to strengthening its position as a leading private jet broker and trusted private jet expert across the global business aviation market.

## Key Takeaways:

- jetAVIVA expanded its leadership team to accelerate growth in super-midsize and large cabin business jets for sale.
- Michael Barber joins the company to lead sales operations and support aircraft categories including Challenger 350 aircraft and other premium private jets for sale.
- Ben Dow was promoted to vice president of sales and will oversee the company's global sales team while continuing to support the Falcon aircraft market.

## Quotes:

*"We are deeply committed to building the best sales team in the industry—one that pairs deep product knowledge with a relentless drive for excellence." — Emily Deaton, CEO of jetAVIVA*

*"Joining jetAVIVA is both an honor and an incredible opportunity to contribute to the growth of a world-class team." — Michael Barber*

*"I'm excited to lead the most experienced, client-focused sales team in the business." — Ben Dow*

## 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.