DASSAULT APPOINTS BYRON SEVERSON

News / Business aviation, Personalities

Dassault Falcon Jet has appointed Byron Severson as regional sales manager for the south-central US. Severson will oversee the development of new business and serve existing customers in Arkansas, Kansas, Louisiana, Missouri, Oklahoma and Texas. He will be based in Dallas, Texas.

Paul Floreck, senior vice president for Western US and Canada, said: “Byron brings strong credentials to his new role, including extensive experience as a type-rated pilot, a former business owner and an executive in the aviation industry. He will be a great asset to Dassault Falcon Jet as a representative for our south-central sales region.”

Previously Severson was vice-president of sales for the Honda Aircraft Company. He had previously served as a regional sales director for Hawker Beechcraft Corporation, first in the Northeastern US and then in Vienna, Austria.

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