

Rosen Aviation highlights role of intelligent technology in premiumization

This is a special feature from the May 2026 [Post-AIX/PAX Awards issue](#) of *PAX Tech*, on [page 80](#).

As [Rosen Aviation](#) continues its expansion into the commercial aviation market, SVP Strategy Lee Clark describes the move as a natural extension of the company's existing business rather than a significant shift.

"People traveling in an aircraft are still people traveling in an aircraft. Where Rosen brings enormous value to the market is a deep understanding of what premium really means for the passenger experience," he tells *PAX Tech*.

Whether passengers are traveling for leisure or work, Clark says Rosen Aviation's 45 years of experience focuses on ensuring the entire end-to-end journey is a seamless, premium experience through technology.

Collaboration in commercial aviatio



Rosen Aviation's Lee Clark with AVIA, a personal digital concierge, at AIX 2026

Collaboration with OEMs and suppliers is central to Rosen Aviation's growth in the commercial aviation market.

"We work with everybody. We simply bring the reliability, the quality and the innovation to the marketplace. We try as hard as possible to be agnostic. We try as hard as possible to provide the best experience for the end user, the passengers," Clark emphasizes.

The strongest collaborations begin early on the design process, he adds.

"When customers look at us as a true partner, they start to bring us into the architecture of the program from the beginning," he explains.

Personalizing premium

Rosen Aviation positions itself as a solutions-oriented experience company that understands its market niche. Following the 2025 HEICO acquisition, Clark says there are additional capabilities and capacity, but also complete alignment with Rosen's vision for the future.

"It is not about what the technology is," he tells *PAX Tech*. "It is about how we apply that technology and leverage our size, our agility, our speed, but also the quality and reliability we are known for."

Increasingly, the technology dominating the conversation is AI.

“People are struggling to understand what AI means and what difference it can make,” he explains. “How can it streamline my engineering processes? Is it giving procurement a greater reach? What does it do for the passenger experience?”

Clark points to Rosen Aviation’s AVIA product, unveiled at AIX 2026, as one of the opportunities for people to see the “manifestation” of AI in the context of delivering a better passenger experience.



When integrated into Rosen’s Celestia Cabin Management System, AVIA can unlock a new level of service, customization and luxury

AVIA is a personal digital concierge. When integrated into Rosen’s Celestia Cabin Management System, AVIA can unlock a new level of service, customization and luxury. She can make informed decisions based on passenger trends and available cabin data, can infer context and spoken tones, and carries organic conversations across a several languages and dialects.

As Rosen Aviation pushes further into premiumization, the focus is on aligning with each airline’s brand to elevate its value proposition. With seemingly fewer opportunities to differentiate, Clark underscores experience-based technology as the next frontier for enhancing the passenger journey.