

Bluebox adds two to management team



Paul Rayson

[Bluebox Aviation Systems](#) has realigned its organizational structure and bolstered its management team to pursue an ambitious business plan as the aviation sector emerges from the global pandemic.

“Bluebox has already seen an uptick in new opportunities and overall very high demand for its solutions, with new and existing customers wanting to tap into the potential digital platforms offer in terms of ancillary revenue and passenger experience,” said a release from the company.

Changes to Bluebox’s senior management team include:

- Expansion of Business Development and creation of a new Account Management function under the leadership of Paul Rayson. Currently a Board member, he will formally assume the role of Business Development Director in October.

Rayson will continue and expand Bluebox’s current strategic commercial and technology partnerships and establish a new Account Management function to onboard and support customers through their ongoing platform developments

“I am delighted to be joining the management team of Bluebox at such an exciting and important

time," said Rayson. "As a non-executive member of the board, I've been in an advantageous position to experience Bluebox's success – as well as witness the challenges it has faced over the past year, and how the team has responded to them. But the past year also made it clear to me that I wanted more than a seat at the table. I wanted to play a personal part in the strategic transformation the management team envisaged to pursue the exciting market opportunities ahead for on-board digital platforms – several recent new customer acquisitions already being a clear testament to the opportunity ahead."

- David Brown, currently Business Development Director, will be retiring at the end of September. He is currently working closely with Rayson on a handover of core Business Development activities.

Brown has held this position and been a board member since January 2017, following the [creation of Bluebox Aviation Systems from the restructuring of the original Bluebox Avionics joint venture between DMD and AvilT Ltd.](#), a company which he founded in 2004.

"I always did want to retire early but kept putting off the decision as the exciting growth and technology developments we've had at Bluebox, especially in the last few years, kept drawing me into even more interesting projects and partnerships," said Brown "They truly have been exciting times. But with the combination of clear signs of recovery from the pandemic underway and Bluebox being well placed in terms of an exciting new strategy, it seemed the right time to include in that a succession plan for myself – and an opportune time to make the move and spend more time with my grandchildren, one of whom just arrived this summer."



Mark Stevens

- Mark Stevens has been promoted to Head of Sales. Stevens, who was previously Sales Director for Europe, Middle East, and Africa regions, has taken on management and development of the global sales team which is expected to grow over the next few years to meet anticipated demand.