
Latitude Aero welcomes Hicks as Director VIP Sales

By **Rick Lundstrom** on October, 17 2019 | Seating



[Latitude Aero](#), a global provider of turnkey aircraft seating refurbishment, recently named Chris Hicks as Director of VIP Sales. In this role, Hicks will be responsible for the leadership of the VIP project team, developing new business opportunities and creating customized solutions to notable customer needs.

Most recently, Hicks served as Director of Sales and Marketing at [Quiet Technology Aerospace, Inc.](#)

“Since Latitude Aero’s inception the company has delivered every project on time with one hundred percent quality acceptance,” said Hicks, in today’s announcement. “I am excited at the opportunity to work with a talented group of people that daily demonstrate such commitment to quality and dedication to customer satisfaction.”

Hicks comes to Latitude Aero with 27 years’ experience in sales and marketing within the corporate and regional aviation industry. During his career, he has sold avionics, engine services, interior services, maintenance services and materials to large corporations, government entities and VIP clients throughout the U.S. and around the world. Hicks will be based primarily out of Dallas.

“As Latitude Aero starts to breach the VIP market, we sought to bring in someone who was not only familiar with the products and services related to that market, but with experience managing multiple high-end client accounts,” says President and CEO Kelvin Boyette. “Chris Hicks is just the person we need to make this unique expansion successful, and we are excited to have him on our team.”