



# DASSAULT APPOINTS BYRON SEVERSON

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**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.



02 APRIL 2016

**SOURCE: CORPORATEJETINVESTOR**

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