

# GPMS Adds Bell Leader as Vice President of Marketing

**January 24, 2022**

GPMS announced today that Ronnie Ries has joined the company as its Vice President of Marketing. In this position, Ries will help develop and promote the Foresight MX HUMS solution to operators of helicopters from Bell, Airbus, Russian Helicopter, and MD Helicopters.

Ries brings nearly two decades of experience as a marketing leader in the rotorcraft industry to GPMS, including time as Chair of the Transportation Research Board Civil Helicopter Subcommittee. Most recently, he led Bell's Commercial Marketing and Customer Experience organization, overseeing the marketing of aircraft, aftermarket services, and the expansion of its customer portal. Additionally, Ries was responsible for the marketing of Aeronautical Accessories, an affiliate of Bell and distributor of the Bell 407 HUMS Foresight MX, as well as managing relationships with various suppliers and engine OEMs to support aftermarket growth opportunities.

Jed Kalkstein, GPMS's President, said, "With Ronnie's knowledge and relationships, we look forward to engaging with our customers to proving how increased adoption of HUMS in light aircraft increases operator safety and lowers their direct operating costs in the process".

GPMS' Foresight MX system is 90% lighter and seven times more accurate than traditional rotorcraft monitoring systems and adds a predictive Remaining Useful Life capability critical to asset optimization. Foresight MX has now been certified on the Bell 407GX/GXP/GXi, Bell 429, Bell 212, Bell 412, Airbus H125, and Mi-8/17/171 series with thousands of hours of accrued tracking. Upcoming certifications for the platform include the Bell 407 Analog, Airbus H135, and MD530.

Ries is a graduate of TCU and Texas A&M University-Kingsville and lives in Fort Worth, Texas with his wife and numerous biological, adopted, and foster children.

## **About GPMS International, Inc.**

GPMS offers a next generation, predictive Health and Usage Monitoring System designed to give rotorcraft operators the power to “Know it before it matters.” Its flagship Foresight™ service provides Machine Condition Monitoring, Rotor Track and Balance and Helicopter Flight Data Monitoring. Fully predictive, Foresight offers insights needed to optimize maintenance, safety and operations. GPMS has re-engineered the HUMS category to put its advantages within reach of every operator, making all helicopters smarter and more connected. To learn why today’s fleets depend on Foresight, visit <https://www.gpms-vt.com>.

For more information, please contact

Jeff Dronen: [jeffd@gpms-vt.com](mailto:jeffd@gpms-vt.com)