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## **ASU Promotes Dan Meyer to Vice President of Sales**

**(BOISE, Idaho — November 17, 2022)** Aviation Specialties Unlimited, Inc. (ASU) announced today that ASU Senior Director of Sales Dan Meyer was promoted to Vice President of Sales.

“During the last year Dan has proven his leadership and sales capabilities,” said ASU President Dr. Joe Estrera. “Dan has developed the sales team, distributor network and cultivated client relationships around the world. This promotion reiterates our belief in what he has demonstrated since joining ASU.”

Before joining ASU, Meyer brought with him more than a decade of aviation sales experience. Before joining ASU he served as the sales engineer for Thermocoax and specialized in aerospace and defense. He also served seven years as the sales manager for AERO Specialties.

Meyer graduated from the University of Idaho with a Bachelor of Science degree in production and operations management and information systems.

“It is an honor to be elevated to the Vice President position,” said Meyer. “I work with an incredible sales team around the world that is enables ASU to carry out its mission to save more lives through night vision solutions. I am looking forward to continuing to help ASU and the sales as the new Vice President of Sales.”

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### **About Aviation Specialties Unlimited**

Aviation Specialties Unlimited Inc. (ASU) celebrated its 25<sup>th</sup> Anniversary in 2020 and proudly serves those who protect and defend around the globe with the most advanced night vision system integration. Their experienced team supports safe and sustainable night vision programs with military-grade NVGs, flexible training, and custom aircraft lighting modifications to fit your needs. For more information, call +1 208-426-8117 or visit [asu-nvg.com](http://asu-nvg.com).

