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Cessna Promotes Shortt to Global Sales Leadership Position



Cessna Aircraft Company, a Textron Inc. (NYSE: TXT) company, today announced Kriya Shortt has been named senior vice president of Sales. Shortt will lead Cessna's global sales force.

Shortt started at Cessna in 1996 and has worked in many customer facing roles throughout her career. She has held positions of increasing responsibility in customer service, account management in sales and marketing, contract management and delivery. Shortt served as sales manager for Citation sales in Arizona and California, and was called on from that position to assume the role of regional vice president of sales for the southwestern United States. She most recently served as vice president of sales for Europe, Middle East and Africa (EMEA) based in Geneva, Switzerland.

“I strongly believe in Cessna’s commitment to new investments as a statement of the company’s ongoing leadership in aviation,” said Shortt. “Along with the innovations we are seeing through our product introductions and service network expansions, we simultaneously are continuing to invest in our global sales force.” The company recently announced global sales force expansion plans that focused on decentralized satellite offices in global markets where the company sees opportunity for growth.

Additionally, Tom Perry has been promoted to the role of vice president of Sales for EMEA. A 21-year veteran of Cessna, Perry has extensive experience within the Cessna sales organization in Europe spanning both pre-owned and new Citations. He most recently has had primary responsibility for sales in the UK, Benelux and Nordic regions. Perry has a Bachelor’s degree in Aeronautical Engineering from Bristol University and has held a private pilot’s license since 1980. He flew with the RAF Air Squadron at Bristol and was also awarded a Royal Navy Flying Scholarship. Perry will continue to be based in the UK.

Kriya Shortt photo

Tom Perry photo

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