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Hawker Beechcraft Strengthens Presence in Asia through New Regional Sales Director



BY TEXTRON AVIATION

Matthew Liu oversees customers and sales for China and North Asia

In a continued focus on international customers and sales, Hawker Beechcraft Corporation (HBC) recently announced it has strengthened its international sales team to enhance its scope and presence in global markets, including the addition of Matthew Liu to serve as the Regional Sales Director for China and North Asia.

“The addition of Matthew to our international sales team positions us to reach this important region in the world and be more responsive to the needs of this growing customer base,” said Brad Hatt, senior vice president, Hawker Beechcraft Sales. “A significant portion of our business is from international sales and Matthew’s leadership will allow us to gain new sales and be better positioned in the Asian marketplace.”

Liu has more than 18 years of aviation, aerospace and defense experience. He previously worked on new product development and sales to the U.S. government at Raytheon's Integrated Defense Systems, International Marketing at Raytheon Aircraft Company, and held various engineering positions at Boeing Commercial Airplanes. He is based in the company's regional sales office in Beijing.

Hawker Beechcraft Corporation is a world-leading manufacturer of business, special mission and trainer aircraft – designing, marketing and supporting aviation products and services for businesses, governments and individuals worldwide. The company's headquarters and major facilities are located in Wichita, Kan., with operations in Salina, Kan.; Little Rock, Ark.; Chester, England, U.K.; and Chihuahua, Mexico. The company leads the industry with a global network of more than 100 factory-owned and authorized service centers. For more information, visit www.hawkerbeechcraft.com.

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