

WHAT KEEPS CUSTOMERS FLYING? MARISA POLLOCK SHARES THE TEXTRON AVIATION PARTS & DISTRIBUTION APPROACH AHEAD OF EAA AIRVENTURE 2026

As vice president of Customer Support, Textron Aviation Parts & Distribution, Marisa Pollock leads a team dedicated to helping customers around the world get the parts, service and solutions they need to keep flying. In this Q&A, she shares how responsiveness, collaboration and customer care helps operators stay mission ready when it matters most.

Q: Textron Aviation Parts & Distribution supports thousands of aircraft owners and operators around the world. How does your team help keep customers flying when they need support most?

A: Our customers operate around the world, and when they need support, it is often time critical. We understand that every part, order and response can directly impact an operator's ability to keep their aircraft flying. That's a responsibility we take seriously.

We focus on delivering timely, high-quality support that helps customers find solutions quickly. Whether it's an Aircraft-On-Ground (AOG) situation, a hard-to-find part, a warranty concern or assistance navigating a process, our team works across the organization to understand the customer's needs, remove obstacles and act with urgency. More than delivering parts, we serve as a trusted partner customers can rely on when it matters most, providing the responsiveness, ownership and care that help keep them flying.

Q: Fast support, global reach and dedicated teams are often associated with TAPD. What do you believe truly sets your team apart when serving customers?

A: What truly sets our team apart is the ownership they take in every customer interaction. Fast support and global reach are important, but they only matter if customers feel heard, supported and confident that someone is helping them find a solution.

Our team understands that behind every order or request is an aircraft, an operation and people depending on us to deliver. Parts support is often complex, but what I am proud of is how our team leans in, collaborates, stays focused on the customer, and remains committed to finding the best path forward. At the end of the day, it's our people who set Textron Aviation Parts & Distribution (TAPD) apart. Their experience, sense of ownership and commitment to customers are what make the difference.

Q: EAA AirVenture is just around the corner. What are you and the TAPD team most excited to showcase or discuss with customers this year?

A: EAA AirVenture is one of our favorite opportunities to connect directly with customers, hear about their experiences and discuss how we can continue supporting their operations. This year, our team is especially excited to talk about how we are continuing to strengthen the customer experience—from parts availability and responsiveness to the way we communicate and support operators around the world. Every conversation helps us better understand our customers' needs and reinforces our commitment to being a trusted partner wherever they operate.

Q: You're known for being a hands-on leader who works alongside your team. Why is that approach important to you, and how does it help create a better experience for both employees and customers?

A: Being hands-on is important to me because this business moves fast, and our customers' needs do not always fit neatly into a process. I want my team to know I'm right there with them—helping remove barriers, make decisions and keep the customer at the center of everything we do. Staying engaged also helps me understand what our employees experience every day, where we can improve and how I can better support their success. Our employees are closest to the customer, and when they feel empowered and trusted, they're able to deliver exceptional service. To me, leadership is about creating an environment where people can act quickly, take ownership and solve problems with confidence, all in support of our customers.

Q: If every Oshkosh attendee could leave with one thing they know about TAPD, what would you want it to be?

A: I would want every Oshkosh attendee to leave knowing that TAPD is more than a parts organization—we are a team dedicated to helping customers stay mission ready.

Parts availability, global support and responsive service are all part of that commitment. When customers come to us, they can expect a team that understands their operation, acts with urgency and works alongside them to solve challenges. We take pride in being a trusted partner and advocate for our customers.

Most of all, I want customers to know that we are listening, continuously improving and committed to being the company they can rely on wherever they operate around the world.

About Textron Aviation

About Textron Aviation Inc.

We have been inspiring the journey of flight for nearly 100 years. Textron Aviation Inc., a Textron Inc. company, has empowered our collective talent across the Beechcraft, Cessna, Hawker and Pipistrel brands to design and deliver the best aviation experience for our customers. With a range that includes everything from business jets, turboprops, light and high-performance pistons, to special mission, military trainer and defense aircraft, Textron Aviation has the most versatile and comprehensive aviation product portfolio in the world and a workforce that has produced more than half of all general aviation aircraft worldwide. Customers in more than 170 countries rely on our legendary performance, reliability and versatility, along with our trusted global customer service network, for affordable, productive and flexible flight. For more information, visit www.txtav.com.

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