

## **W. Barry Smith**

**Having earned the respect and trust of my clients,**  
*they utilize my service whether investing \$4 or \$64 million in a business jet.*

I have been continuously involved in business jet marketing since graduating from college and started working as a broker in 1980. My first 16 years were spent as a senior marketing executive with manufacturers and/or business jet distributors.

I was one of the four marketing executives hired by Canadair to develop and launch the Canadair Challenger, serving as Vice President in charge of all marketing programs, including responsibility for technical interface between marketing and engineering. While employed by Cessna Citation and Atlantic Aviation, I gained experience on the Gulfstream II, Hawker, Westwind, Citation and Bell Helicopter programs. I also spent two years helping Bombardier launch their *FlexJet* fractional ownership program.

By education I have a Bachelor of Science in Aerospace Engineering from N.C. State and Master's in Marketing from the Stern Business School of New York University. In the early 1980's I served as a consultant to the Advanced Aircraft Design Group at NASA's Langley facility and helped set the configuration for an Advanced Supersonic Cruise Research Vehicle.

Because I understand business jet performance attributes I have created technical and sales literature on many. As a specialist in aircraft acquisitions, I know how to analyze and demonstrate to senior executives and boards what type aircraft best suits an organization's, or individual's needs, how to determine which particular serial number being offered represents the best buy, what terms and conditions to seek in a contract.

My clients (Rockefeller family, Chase Manhattan Bank, R.H. Macy & Co, Capital Cities/ABC, and many other similar organizations) have determined that I am thorough, creative and effective at representing their interests, and always do so with the highest level of professionalism and integrity.

A licensed pilot, I am familiar with operational parameters and limitations.

My expertise and extensive experience means my clients receive the most professional and thorough assistance available, and ensures that any aircraft acquired will fulfill the mission, and that the serial number selected is a solid, sound and careful investment.

The most important thing I have earned as a broker is the trust and respect of my clients. I'd like to earn yours. By helping to acquire your first aircraft, adding to or upgrading your current fleet, disposing of a surplus business jet or evaluating fractional ownership. I can provide an extensive list of professional references who can verify my reputation for integrity and success. I welcome the opportunity of talking with you.

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