



Media Contact:

ASU
Scott Emerine
423-956-0352
scott@brandingiron.com



ASU Promotes Chad St. Francis to Vice President of Business Development and Marketing

Dan Meyer Joins ASU as Senior Director of Sales and Customer Service

(BOISE, Idaho — 7/13/2021) Aviation Specialties Unlimited, Inc. (ASU) announced today that ASU Director of Business Development and Military Programs Chad St. Francis is being promoted to Vice President of Business Development and Marketing. The company also announced the addition of Dan Meyer as the company’s new senior director of sales and customer service.

“Chad is an integral part of the ASU team and has been since 2018 when he joined our team,” said ASU President Dr. Joe Estrera. “Chad has helped ASU continue its global sales growth and influence in both civil and military operations around the world.”

St. Francis served the United States Army for 22 years and worked with Insight Technology, that became L3 Warrior Systems, prior to joining ASU. He has more than a decade of experience working with the Department of Defense, USSOCOM programs, along with other international military partners. He graduated magna cum laude from Embry-Riddle Aeronautical University with a Bachelor of Science degree in professional aeronautics.

“ASU has an incredible team of leaders that are dedicated to the mission of ASU to promote safe night vision operations around the world,” said St. Francis. “On any given day, we have employees that are working in almost every part of the globe helping customers. I am honored to expand my role at ASU and to continue helping our customers complete their missions safely while using night vision technology. Whether we are helping a new customer stand up a brand new night vision program or we are training and recertifying existing customers, ASU will continue to provide the global support customers have come to expect during the last 26 years.”

Meyer brings to ASU more than 10-years 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.

“Dan is a native of Idaho and a long-time resident of Boise,” said ASU Chief Operating Officer Hannah Gordon. “He is a welcome addition to our team. He brings with him more than 18 years of sales and customer service experience. At ASU, it is always rewarding to add local talent from Boise to our team. It is also great to see current employees taking on new leadership roles as we continue to grow and expand.”

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

“I am extremely excited to join the ASU family to help further their work in the NVG industry. I’m thrilled to be putting my skills to use for a local company with a global impact,” said Meyer.

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About Aviation Specialties Unlimited

Aviation Specialties Unlimited Inc. (ASU) celebrated its 25th 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.