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Universal Names Justine Finnett Vice President, Sales and Marketing

Houston, TX – Universal Weather and Aviation, Inc. (Universal[®]), the recognized pioneer in trip support services for business aviation, recently named Justine Finnett as Vice President of Sales and Marketing.

An accomplished business leader with 20 years of experience, Finnett has a broad global perspective of sales and marketing functions, having worked for large Fortune 500 market leaders in the UK, Europe and North America. Finnett is a British native.

“Justine is a dynamic, persuasive, results-driven leader,” said Ralph Vasami, President, Universal Weather and Aviation, Inc. “She will provide the strategic direction to Universal Sales and Marketing to further strengthen our global brand, maximize sales and develop future business opportunities.”

Finnett began her career in sales, consistently exceeding her sales goals and attaining a President’s Award for three consecutive years. Later, she transitioned into the marketing arena, taking on Europe-wide responsibility for multinational customer loyalty programs. In the United States, Finnett continued to gain breadth of marketing experience in product, brand, segmentation, partner and go-to-market strategies. Her most recent experience includes managing her own consulting practice, specializing in strategic marketing.

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At Universal Weather and Aviation, Inc., our goal is to become a vital extension of our clients’ flight operations teams. Universal[®] offers a wide range of services designed to provide business aviation operators seamless service from start to finish. Universal's wide range of services includes flight planning, weather briefings, online tools, the UVair[®] Fueling Card, the UVglobal Network[®], UVdatalink[®] air-to-ground communication and more. Universal has been facilitating successful trips for business aviation operators since 1959.

To learn more about Universal Weather and Aviation, Inc., e-mail sales@universalweather.com, or call (800) 231-5600 ext. 3300 (N. America Toll-Free) or (713) 944-1622 ext. 3300 (Worldwide).

Universal: Success from the word GO.