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Vivi Liu, business development director, Asian Sky Group.

October 9, 2018

Liu to bring portfolio expertise to ASG

Vivi Liu has spent more than a decade in the business aviation industry, most recently as business development manager for Hongkong Jet. She joins ASG in the same role to boost its sales and acquisitions offering.

Hong Kong business aviation consulting firm Asian Sky Group (ASG) has named Vivi Liu as its business development director.

"Our strong market position requires the support of experienced and knowledgeable team members," says MD Jeffrey Lowe. "Vivi has both of those, along with the network and understanding of the greater China business aviation market, which will be essential in helping the company to continue to succeed."

With 10 years of experience in business aviation, Liu started her aviation career as a customer service manager with ground handling company Beijing Business Aviation

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Center, a joint venture between Deer Jet and Jet Aviation. She then transitioned into a project manager role with shareholder company Deer Jet, working in the aircraft management department. Her most recent role was with Hongkong Jet as business development manager, where she worked for five years helping to develop the company's aircraft management portfolio, growing the portfolio from eight jets to 30 in that time.

"I'm happy to have the opportunity to work with ASG, a company I've heard a lot about throughout my time in the industry," she says. "While its work on the aircraft transaction side was what attracted me, I am eager to help promote all facets of ASG's business, including market research, consulting, charter and media. I am hopeful that my prior experience will aid in the company's success."

ASG's sales and acquisition services are supported by its offices in Hong Kong, Shanghai, Beijing, Shenzhen, Singapore and Johannesburg, South Africa.

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