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*Dedicated to the Advancement of the International Helicopter Community*

**FOR IMMEDIATE RELEASE**

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## **HAI Appoints Rob Volmer as VP, Marketing Communications**

*Alexandria, Va. (May 19, 2020)* – Robert M. Volmer has joined HAI as the vice president of Marketing Communications. In this role, Rob will oversee branding, messaging, research, technology, and media for the association.

“When I joined HAI, I told the Board of Directors that I wanted to over-communicate to our members about what their association was doing to serve them. Hiring Rob was part of that strategy,” says James A. Viola, HAI president and CEO. “Rob’s experience in communicating to a variety of audiences, including government, business, and the consumer, will help HAI to demonstrate the value of our industry to the global community, while providing additional member benefits.”

Rob comes to HAI with more than more than 20 years of experience in consumer and business-to-business product and brand marketing, government, public affairs, and corporate public relations. He is a founding partner of Crosby~Volmer International Communications, a firm providing strategic communications services to companies, nonprofits, and associations. His clients there include Fortune 500 companies, foreign governments, and associations. Prior to Crosby~Volmer, Rob was manager of corporate communications at the Air Transport Association.

“Vertical flight aviation provides unique, essential services to people around the world. I’m excited to join the HAI team and play a part in telling that story,” says Rob. “I couldn’t resist the combination of innovation and opportunity that vertical flight represents, especially in this moment of seismic change in aviation.”

A native of Memphis, Tennessee, Rob is a graduate of the University of Oklahoma. He lives in Washington, D.C., with his wife, three children, and for some inexplicable reason, a new puppy.

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*HAI is the professional trade association for the international helicopter industry. HAI members represent more than 3,000 aviation businesses and individuals who safely operate more than 4,500 helicopters approximately 2.3 million hours each year in more than 73 nations. HAI is dedicated to the promotion of the helicopter as a safe, effective method of commerce and to the advancement of the international helicopter community.*