



Patti Blessing
AIM, Inc. Board of Directors
VP Business Development & Sales | CAVU Group | Dayton, Ohio

Current position responsibilities? Manage our global sales team and grow our business development opportunities to deliver temperature management and temperature monitoring solutions around the world.

Best thing about your current position? CAVU is a dynamic company powered by a team of entrepreneurial thinkers.

Previous positions held?

Alien Technology - VP Business Development
Retalix – Regional Sales Manager

BASS, Inc. – Sales Manager
NCR – Account Manager

Educational background? Indiana University (BS Marketing)

First job? I've always been in sales & business development...I like to think my first job was selling Girl Scout Cookies!

Who do you consider your professional mentors? Early in my career at BASS, Mike McCall & Jim Schlarb. Later in my career at Retalix & Alien, Pat Ervin – he taught me the importance of patience and developing relationships.

Most valuable advice received. My mother and father taught me the importance of giving back, and each time I can donate time or resources, I recognize the power of this advice.

How do you like to spend your free time? With my husband traveling, hiking, reading & with friends. I have golf clubs that need dusted off as well.

If you could have dinner with 3 people who would you choose? No doubt about it – my family. I have three adult children, one lives in Seattle, WA, one in Norfolk, VA and one in Madison, WI and it is a rare treat to have them together.

People would be surprised to know that I... once took a scenic drive on the Island of Hawaii and found myself in the middle of a military exercise. It was a side of Hawaii that few tourists get to see.

Why did you get involved with AIM? Originally, I got involved with AIM to increase my company's engagement with industry standards. Today, I recognize AIM is an organization that can offer many benefits from trade shows and webinars to industry research and advocacy.

What do you enjoy most serving on the AIM/AIM NA Board? Working with the outstanding & diverse team of AIM Board members all of whom provide wonderful insight and experience. Each conversation is a learning experience.

What would you identify as the most important responsibilities of a Board member? Promoting AIM worldwide.

From your perspective, what do you see as:

the greatest challenges to the AIDC industry on a global basis? The collection of data will continue to be discussed at the C-Suite. Promoting standards that support transparency and data visibility into products while maintaining security will be critical.

the greatest opportunities for the AIDC industry on a global basis? There are industries that have more readily adopted AIDC standards. It will be important that we continue to work with those industries that are slower to adopt to learn their needs and their motivations.

the “next big thing” or trend in the AIDC industry? The use of the data collected must drive more actionable data and visibility for both businesses and consumers.

Any special message you would like to share with AIM members? Our organization thrives because of you. Thanks for being a part of AIM.