

VENDOR FLIGHT LOG: AVTECH SWEDEN

David Bronks, AVTECH Sweden's Key Account Manager, details how delivering precise, actionable data fuels long-term customer loyalty



With 25+ years in aviation — from ground operations to commercial strategy — David Bronks has joined AVTECH Sweden's commercial team, bringing SaaS and data-driven expertise. His mission: delivering substantial cost savings through advanced flight optimization and fuel efficiency, while supporting sustainability and safety goals. David's deep operational and commercial insight equips fuel managers, performance engineers, and flight ops teams with high-impact, efficiency-focused solutions that directly reduce operating costs.

Aircraft IT: Your name, your job title, and the name of the business?

DB: David Bronks, Key Account Manager, AVTECH Sweden

Aircraft IT: How did AVTECH Sweden get started?

DB: AVTECH was founded in 1988 with the ambition to develop decision-support tools for the aviation industry. In its early years, the company worked on air traffic management and trajectory prediction in

collaboration with ANSPs and regulatory bodies. Over time, AVTECH shifted its focus towards commercial airlines, specializing in flight optimization solutions that bridge the gap between aircraft systems, weather data, and operational decision-making.

Our turning point came with the realization that airlines lacked access to precise, high-resolution weather information onboard, and that real-time optimization was not being fully utilized. This led to the development of proprietary services like

AVTECH Wind uplinks, Flight Level Optimization and more which have since helped airlines achieve safer, sustainable, and more fuel-efficient operations.

Aircraft IT: What is the guiding business principle that drives AVTECH?

DB: Our core principle is to deliver precise, actionable data at the right time and place to enable smarter decisions in flight. This is driven by three goals: efficiency, safety, and sustainability.

Aircraft IT: What has AVTECH's greatest business achievement been to date, and why?

DB: One of the achievements we're really proud of at AVTECH is our strategic partnership with LATAM Airlines. We've deployed our Wind Uplink service to about 60 of their aircraft, and that's expanding to the full fleet this spring 2025. It's running alongside our Flight Level Optimization service, and together, these

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tools really highlight the value we bring to large-scale airline operations. The fact that LATAM committed to a three-year agreement speaks volumes about their confidence in our ability to support both efficiency and sustainability in their flight operations

Aircraft IT: What have been your disappointments and what have you learned from them?

DB: For a solution to gain real traction, it must be intuitive to use, simple to implement, and clearly demonstrate value in day-to-day operations. That's why we've placed a strong emphasis on pilot-centered design — ensuring our services achieve high compliance and usability within airline operations.

Aircraft IT: In a sentence, how would you summarize what AVTECH does for aircraft operations customers?

DB: AVTECH services will be a natural part of an eco-efficient and safe airline operation and take a leading role in optimizing and avoiding weather

“We also want to be seen as a long-term partner that evolves with customers’ needs and supports their path to greener, safer, and more efficient operations.”

hazards during each flight, with a particular focus on airlines engaged in commercial passenger and cargo transport.

Aircraft IT: What do you feel will be the next big thing in operations Aviation IT?

DB: As regulatory pressure for decarbonization grows, we believe flight optimization will become a more central pillar of an airline’s environmental strategy, not just an operational concern. We also expect to see increased integration between flight ops and ATM systems, enabling more collaborative decision-making in real time.

Aircraft IT: What do you want your customers to say about AVTECH?

DB: “AVTECH flight optimization services are easy for pilots and flight operations to use and reliably delivers value — day in, day out.” That we’re responsive, trusted, and focused on real operational outcomes, not just technical promises. We also want to be seen as a long-term partner that evolves with customers’ needs and supports their path to greener, safer, and more efficient operations.

Aircraft IT: David Bronks, thank you for your time.

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