

reo+group

— executivesearch

## Case Study

Managing Director



### About ASDAM

#### Client Brief Assignment

The Group sought a Marketing & Communications Manager to enhance brand presence across its four businesses: Marand, Levett, Rosebank, and TAE Aerospace. The role required close collaboration with the senior leadership team to develop and implement a cohesive marketing and external communications strategy across both defence and non-defence portfolios.

#### Key Challenges & Objectives:

- Brand Strategy Execution: Implementing a cohesive brand strategy aligned with business objectives.
- Marketing & Events: Managing high-profile industry events like the Avalon Airshow and Land Forces.
- Consistency Across Businesses: Ensuring a unified marketing approach across all four companies.
- Market Growth: Identifying opportunities through competitor and market analysis.
- External Communications: Strengthening brand messaging and stakeholder engagement.

This role required a strategic leader to drive visibility, consistency, and business growth across the group.

# ASDAM

## Execution Facts

- Geographical Scope: Targeted search across Sydney, NSW.
- Industry Focus: Candidates from regulated sectors: defence, aerospace, and government.
- Key Requirements: Expertise in marketing strategy, brand positioning, and external communications.
- Leadership Attributes: Strategic marketing leader with stakeholder engagement and crisis communication skills.
- Sector Experience: Defence advertising, government relations, and high-profile industry events.
- Event & Campaign Management: Proven success in organising major industry events.
- Stakeholder Management: Ability to influence government, media, and industry while maintaining brand consistency.

## Outcome

A highly experienced marketing professional was placed, bringing expertise across superannuation, energy, automotive, and retail sectors, with a strong track record in B2B and B2C environments.

- Leadership & Stakeholder Management – Built and led multi-disciplinary teams, managed high-level stakeholder relationships, and influenced key business decisions.
- Brand Strategy & Management – Led rebranding initiatives, developed comprehensive brand strategies, and implemented customer-driven brand transformations.
- Marketing & Communications – Executed high-impact campaigns, developed brand propositions, and created engaging content across multiple channels.

Their strategic mindset, analytical skills, and leadership made them the ideal candidate to drive business growth and customer engagement.

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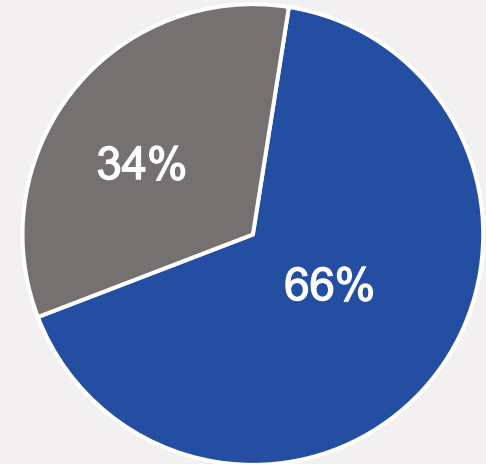
Candidates Formally Assessed

06

Candidates Interviewed by Client

04

Weeks from Engagement to Shortlisting



Gender Diversity Metric

- Female
- Male

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Salary Range of Shortlisted Candidates

**\$200k - \$250k**