

reo+group

— executivesearch

Case Study

Managing Director



About Safran

Client Brief Assignment

Safran sought a new MD as the incumbent CEO relocated to France. The role focused on driving ambitious revenue growth in the civilian business while ensuring operational stability.

Key Challenges & Objectives:

- **Revenue Growth:** The MD needed to expand customer acquisition and increase sales of engines and support services in a specialised, relationship-driven industry.
- **Customer Satisfaction:** With global supply chain constraints, securing stock and maintaining high service levels were critical. Navigating Safran's centralised structure was essential.
- **Operational Efficiency:** Managing overheads and optimising performance in a listed environment were key priorities.
- **Leadership:** The team had undergone significant change, requiring a leader who could rebuild trust, align the ELT, and foster team spirit.

This high-stakes role demanded a commercially driven leader with strong stakeholder management and strategic vision.



Execution Facts

- **Geographical Scope:** Conducted a nationwide search across Australia.
- **Industry Focus:** Targeted candidates from the Helicopter/Aviation sector with a strong track record in commercial growth.
- **Key Requirements:** Leadership experience in multinationals, stakeholder management, and strategic execution.
- **Leadership Attributes:** Agile, commercially driven leader with strong executive communication and decision-making skills.
- **Global Experience:** Experience in global businesses with overseas headquarters.
- **Customer Success Focus:** Proven ability to drive customer satisfaction, manage supply chain challenges, and strengthen client relationships.
- **Stakeholder Management:** Skilled in engaging international stakeholders, aligning teams, and building organisational trust.

Outcome

A highly qualified candidate was placed, bringing deep expertise in aviation, helicopters, and small turbine engines, with a strong background in MRO operations and industry partnerships.

- **Sales & Commercial Success** – Spearheaded transformative growth through strategic supplier partnerships, doubled revenue via major defence contracts, and expanded airline and defence portfolios.
- **Customer Excellence** – Created new business opportunities, strengthened customer support, and built long-term partnerships.
- **Leadership** – Built and scaled high-performing teams, led large operational teams, and drove efficiency improvements.

Their industry expertise, commercial acumen, and leadership made them the ideal choice to lead Safran Australia's growth.

82

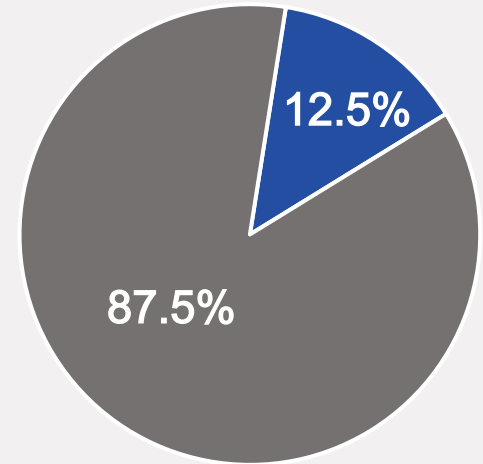
Candidates Formally Assessed

08

Candidates Interviewed by Client

04

Weeks from Engagement to Shortlisting



Gender Diversity Metric

- Female
- Male

David Khadi

Executive Director - Growth

M: 0434 246 856

E: david.khadi@reogroup.com.au



Salary Range of Shortlisted Candidates

\$250k - \$300k
+ Super + STI + LTI