

reo+group

— executivesearch

## Case Study

Group Marketing &  
Communications  
Manager



### About ASDAM

#### Client Brief Assignment

The Group sought a C-1 Marketing & Communications Manager to elevate the brand presence of its four businesses - Marand, Levett, Rosebank, and TAE Aerospace. Reporting to the Chief of Strategy and Future Business, this senior role required partnering with leadership to drive a unified marketing and external communications strategy across defence and non-defence sectors. It offered a clear path to the C-suite, supporting future leadership development.

Key responsibilities included leading brand strategy execution aligned with business goals, managing high-profile events like Avalon Airshow and Land Forces, and ensuring consistent messaging across all businesses. The role also involved market and competitor analysis to identify growth opportunities and strengthen the Group's competitive positioning.

This role was crucial for driving external growth and shaping the Senior Management Team's succession plan, positioning the successful candidate as a key influencer in the Group's strategic decisions and future leadership.

# ASDAM

## Execution Facts

- Geographical Scope: Targeted search across Melbourne, NSW, focusing on candidates able to work closely with senior leaders across the Group's portfolio.
- Industry Focus: Sought candidates from regulated sectors such as defence, aerospace, and government, ensuring sector-specific knowledge.
- Key Requirements: Prioritised experience in marketing strategy development, brand positioning, and leading external communications.
- Leadership & Influence: Proven ability to influence cross-functional teams, manage high-stakes relationships, and align business units with senior stakeholders.
- Event & Campaign Management: Experience in managing major industry events and campaigns, including large exhibitions.
- Stakeholder Management & Succession: Strong skills in managing relationships with government and industry leaders, with a focus on nurturing internal leadership succession.

## Outcome

A highly experienced Marketing & Communications leader was placed, bringing expertise across superannuation, energy, automotive, and retail sectors with strong B2B and B2C skills. They excelled in executing impactful campaigns, developing cohesive brand strategies, and influencing executive decisions.

Led cross-functional teams and managed key stakeholders.

- Championed brand strategy and organisational transformation.
- Delivered high-impact marketing campaigns across multiple channels.

Their strategic vision and leadership made them ideal to drive growth and succession into the C-suite.

## David Khadi

Executive Director - Growth

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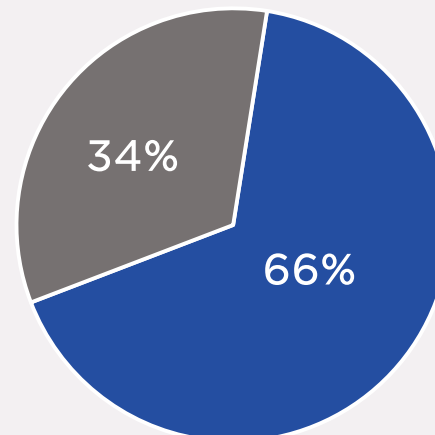
Candidates  
Formally  
Assessed

# 06

Candidates  
Interviewed by  
Client

# 04

Weeks from  
Engagement  
to Shortlisting



Gender Diversity Metric

- Female
- Male

Salary Range of Shortlisted Candidates

# \$200k - \$250k