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PrivatAir reinforces marketing team

Business aviation specialist PrivatAir Group has just appointed Aurélie Branchereau as Director of Marketing Communications.

Based in PrivatAir's Geneva headquarters, Aurélie will develop and implement the company's global marketing and media relations programme as well as continue to build the PrivatAir brand in the business aviation industry.

With a particularly strong background in public relations, Aurélie will advance awareness of the company's excellence in private charter, aircraft management and sales & corporate shuttle services.

"PrivatAir is the one of the leading international business aviation operators," says Aurélie, "and increasingly, individuals and corporations are coming to realise the flexibility, security and convenience of the unique service that PrivatAir offers."

The new marketing team will include Corporate Communications Manager Tony Hinder, Marketing Manager Nicole Charland, VP Customer Service & Corporate Image Victor Grove, and Marketing & Sales Coordinator Lilli Muniesa.

Before joining PrivatAir, Aurélie spent four years with London-based PR-agency Cohn & Wolfe and was part of a Initial launch team that opened the company's Switzerland office last year. In that role she developed and implemented European and global public relations campaigns for clients including PrivatAir.