
Airbus Helicopters names Stéphane Chery as its Head of Digital Strategy

New management position reflects the importance of digital technologies, supporting the company's continued evolution and adding further value for its customers and employees.

Marignane, France, 30 March 2015 – Stéphane Chery has been appointed as Airbus Helicopters' Head of Digital Strategy, reporting to Clive Schley, Head of Strategy and Marketing. He will be responsible for implementing the company's vision and top objectives in this domain, enabling new culture and behaviors governing digital technologies across the company.

Airbus Helicopters' creation of the Digital Strategy position underscores the significance of digitalization in all aspects of the company's operations – from design, development and production to customer support and services – along with Airbus Group's top priority on digital technologies in 2015.

"The evolution of digital capabilities is a key element of Airbus Helicopters' global transformation plan, which is focused on better serving and satisfying our customers," explained Airbus Helicopters' President & CEO Guillaume Faury. "Embedded in the Strategy department, Stéphane will be capitalizing on and further fostering the digital initiatives we have already implemented."

Chery joined Airbus Helicopters four years ago as the Head of External Communications, developing the company's image and reputation – and supporting the branding of its new identity within Airbus Group. His career includes 15 years of experience in change management and corporate communications.

About Airbus Helicopters

Airbus Helicopters is a division of Airbus Group, a global pioneer in aerospace and defense related services. Airbus Helicopters is the world's No. 1 helicopter manufacturer and employs more than 23,000 people worldwide. With 44 percent market share in civil and parapublic sectors, the company's fleet in service includes some 12,000 helicopters operated by more than 3,000 customers in more than 150 countries. Airbus Helicopters' international presence is marked by its 29 customer centers and participations and its worldwide network of service centers, training facilities, distributors and certified agents. Airbus Helicopters' range of civil and military helicopters is the world's largest; its aircraft account for one third of the worldwide civil and parapublic fleet. The company's chief priority is to ensure the safe operation of its aircraft for the thousands of people who fly more than 3 million hours per year.

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