



Cello Aviation Welcomes High-Flying Sales and Marketing Executive

A Midlands private charter company, is proud to introduce its high-flying, newly appointed Sales and Marketing Executive for Europe.

Christelle Chamot has joined the team at Cello Aviation, with a wealth of experience and knowledge under her wings.

With the ability to fly almost anywhere in Europe and the Middle East, Cello Aviation is a luxury private charter company that flies top premiership football teams, English and Saudi royalty, A-list pop-stars and movie-stars across the globe.

Now beginning its second year of operation, Cello is expanding into Europe and, as such, has taken on their new recruit.

Christelle will be based in Nice as the Sales and Marketing Executive for Europe.

Her remit for Cello is to deliver revenue growth across identified market segments, identifying new customers and revenue channels within the territory, while building Cello's relationship within Europe with the charter broker sector and managing and developing a customer portfolio.

She has a Masters degree in Air Transport Management and as part of this, worked for four months at Airport Nice on the Cote d'Azur. Christelle then went on to complete a second Masters degree, in International Marketing and Business Development, whilst working for a business aviation company.

Miss Chamot also exhibited at the Middle East Business Aviation (MEBA) and European Business Aviation Conference and Exhibition (EBACE) trade shows, and created new opportunities to generate new global business. She also speaks five different languages.

Nim Baines, Chief Executive Officer at Cello Aviation, said: "I am delighted to welcome Christelle to the Cello team. We are excited about our growth plans over the coming years, and Christelle is a demonstration that we are serious about expanding our European customer base.

Her fantastic language abilities also mean that we can now offer onboard translation for our overseas clients," added Mr Baines.

"I am incredibly excited to be working at Cello Aviation. To be part of such a dynamic and professional team is fantastic," said Christelle.

"This position offers me the possibility to develop and create networking in the sector of business aviation, including air charter operators, brokers and private jet companies. I'm looking forward to helping Cello's European expansion," she added.

Cello Aviation has soared to success since it started flying in July 2010.

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The company has its own modern, luxurious, corporate aircraft – The Avro Business Jet – which brings convenience, comfort and speed to European VIP private air charter operations.

The company is also planning on increasing its fleet, with the addition of another aircraft later in 2011.

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