TAG AVIATION EXPANDS PRESENCE IN EUROPE WITH APPOINTMENT OF NEW BUSINESS DEVELOPMENT DIRECTOR FOR FRENCH REGION

News / Business aviation, Personalities

TAG Aviation Europe has announced the appointment of Victoire Totah as business development director for the French region.

In this new role, Ms Totah will be responsible for the development and growth of aircraft management and charter opportunities within France, Monaco and Benelux and the ongoing expansion of TAG Aviation's footprint throughout this key European region.

Ms Totah joins TAG Aviation directly from her position as head of sales and marketing for the European air-taxi services company Wijet where she managed the charter sales team and oversaw the marketing strategy for France, the UK and Italy. Prior to this, Ms Totah was vice president sales and marketing for the specialist business aircraft sales and consulting company Aero Capital SAS based in France. During her nine-year tenure she honed her working knowledge of business aircraft management and aircraft transactions and also defined a new communications strategy for the company. Ms Totah holds a Bachelor's Degree in Business Law from the Panthéon-Assas University in Paris and a Master's Degree in International Law from the Paris Descartes University in France.

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Welcoming her new appointment, Ms Totah said: “I am very excited about this new career challenge which will permit me the freedom to apply my experience and knowledge of business aviation in a creative and efficient way. During my career to date I have frequently had cause to liaise with TAG colleagues and I always appreciate the high-levels of service offered. In a field such as business aviation, it is a privilege to be joining such a well-established and solid organisation.”

Commenting, Florent Sériès, vice president sales and marketing, TAG Aviation Europe, added: “I am very pleased to welcome Victoire Totah to TAG Aviation. Her wealth of experience and broad knowledge of the operational dimension of business aviation, strong sense of customer service and sales experience are welcome assets in this pivotal role and in strengthening our business within this core market.

“Given the recent development of TAG's presence in France and with the awarded service station for Bombardier, we had been looking into building upon our growing reputation and increasing our foothold. France is a very important yet specific market and we are delighted to have found Victoire, who has an extensive knowledge of the French market, to represent us and expand our customer base.”

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