

Christian Scherer

Chief Executive Officer

Christian Scherer was appointed Chief Executive Officer of ATR in November 2016.

Prior to this position, Christian Scherer was Executive Vice-President and Head of Airbus Group International. In this role, he was responsible for driving the overall Airbus Group internationalization strategy

Christian Scherer started his professional career in 1984 when he joined Airbus Industrie as a Commercial Contracts Manager. During his secondment in the US from 1987 to 1994, he was Vice President Contracts of Airbus North America, responsible for pricing, financial performance, negotiation and implementation of all sales transactions in North America.

Back in the Airbus headquarters in Toulouse, he developed and managed an integrated sales division covering all commercial activities dealing with operating leasing companies and other financial institutions worldwide.

In 1999, he was appointed Vice President Contracts and Pricing worldwide while retaining leadership of the Leasing Markets Division and in 2003 he became the permanent Deputy Head of Commercial.

Following his time in Commercial, he became Head of Strategy and Future Programs at Airbus, responsible for defining Airbus' long term strategic objectives and for driving the genesis of any future aircraft product offerings and programmes, as well as Airbus' international development.

In 2012, he was appointed Head of Sales & International Operations at Cassidian, responsible for Sales, Marketing, Strategy and Cassidian's International Subsidiaries including Brazil, India, KSA, UAE, UK and USA.

After which, he was the Head of Marketing & Sales of Airbus Defence and Space, and also a Member of the Airbus Defence and Space Executive Committee and a

Managing Director of Airbus Defence and Space GmbH. In that role, he held the overall responsibility for all Sales & Marketing activities of the division. He also chaired BDLI's defense and security forum and continues to be a member of the BDLI presidium.

Christian Scherer was born in 1962 in Duisburg, Germany. He holds an MBA from the University of Ottawa in international marketing and graduated from the Paris Business School (ESCP) in 1984.