June 2017

**Satair Group appoints new Head of Digital Transformation**

Christian Agger has joined Satair on June 1st 2017 as the company’s new Head of Digital and Business Transformation.

Bart Reijnen, CEO of Satair Group comments: “We are happy to welcome Christian Agger onboard to lead our digital transformation. I am actively sponsoring our digital transformation program and I believe that by becoming an early adopter we can realize some very significant opportunities.”

Bart continues: “A team is now analyzing all the data we have to determine how to generate value to our customers. We will continue to grow our strength in the digital domain under the lead of Christian Agger, who we are very happy to welcome aboard.”

Prior to joining Satair, Christian Agger was Head of e-commerce and marketing (CMO) at Saint-Gobain Distribution Denmark (SGDD). Christian Agger is a true digital pioneer and since he joined SGDD in 2012, e-commerce sales figures tripled with average conversion rates of 32 percent.

In 2015, Christian was appointed Digital Strategy Lead in Saint-Gobain Distribution Nordic where he was responsible for the digital strategy and best practices across the region covering Denmark, Finland, Norway, Sweden, Baltics, Poland and Switzerland. Today, e-commerce accounts for a third of the company’s turnover – an astonishing achievement for a company whose primary customers are plumbers.

Christian’s and SGDD’s digital achievements are widely acknowledged. In 2014, the company won the gold medal at the Danish e-commerce awards and was awarded best provider within omnichannel.

Just before Christian left SGDD, they equally received two e-commerce awards: one for best e-commerce business case and one for best B2B company with online revenues of >100 million dkk- or around US$ M14,3.

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**About Satair Group**

Satair Group is a truly global company and world leader in the commercial aerospace aftermarket with more than 1.100 employees in 10 locations worldwide. Satair Group is a 100% standalone company and wholly-owned subsidiary of Airbus S.A.S. and the merged organization between the Airbus Material & Logistics Management division and Satair. Headquartered in Copenhagen and Hamburg, Satair Group provides services to customers and suppliers through sales, warehousing and service centers in Europe, North America, the Middle East, Asia Pacific and China.

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