

CEFA AVIATION: FULL THROTTLE AHEAD! NEW VP SALES

XAVIER COGNAC APPOINTED NEW VP SALES - FLIGHT DATA ANIMATION STRENGTHENING FLIGHT SAFETY AND PILOT TRAINING

Colmar, 7th November 2017

CEFA Aviation, an independent company, is continuing its determined path to growth by appointing an empathetic and dynamic new VP Sales, Xavier Cognac. A graduate engineer, Cognac (37) also brings strong business expertise to the job and will be in charge of maintaining the unbroken loyalty of CEFA Aviation's client base, which currently comprises over 80 airlines, while handling the market launch of an innovation in the field of airline pilot training.



With a 17-year track record in the aeronautics sector, CEFA Aviation makes the sky safer. Its airline pilot training software recreates flights and allows post-flight analysis, thanks to 3D visualisation based on flight recorder data. Xavier Cognac, 37, was recently appointed the new VP Sales of this software developer which, although mid-sized, has its sights firmly set on growth.

"As Airbus and Boeing have confirmed this summer, the aviation industry has an urgent need for airline pilots. Over 530,000 airline pilots will have to be trained over the next 20 years," explains Dominique Mineo, the CEO of the Alsace-based company. "With Xavier's business and engineering acumen and his training and safety expertise, he is the ideal person to manage our development strategy. And with his approachable personality, Xavier is a very welcome addition to the CEFA team."

A graduate of IPSA Paris in Ivry-sur-Seine, an engineering college that specializes in aeronautical and space systems, Xavier brings more than a decade of experience in the aeronautics industry to CEFA Aviation. After graduation, he spent five years as a client support engineer, then as project manager in software development and support for the avionics division of Safran Electronics & Defense before working another four years as sales and marketing manager for Europe and Russia for the same company. In 2016, Xavier was appointed sales manager for Europe at TRU Simulation + Training, a US-Canadian flight simulation company that is part of the Textron group, whose other subsidiaries include Bell Helicopter, Cessna and Beechcraft.

"I am delighted to join the CEFA Aviation team, which enjoys an outstanding reputation in the airline industry," comments Xavier Cognac with a smile. "I look forward to being part of this venture to launch a game-changing innovation as a member of the Executive Committee, and I welcome the challenge of managing the sales of CEFA Aviation's high-quality services going forward."

Xavier will handle the sales of the flight data software CEFA FAS (Flight Animation System) but also manage the market launch of a breakthrough innovation, a key element in the company's development. Specifically, his responsibilities will include

- developing CEFA Aviation's commercial strategy,

- promoting the company's growth by boosting turnover,
- exploring international market potential,
- and maintaining the outstanding loyalty (above 98%) of the company's client base.

About

CEFA Aviation enhances pilot training and flight safety by developing world-leading 3D animation software and services. The innovative solutions developed by its experts recreate flights with high detail and accuracy based on data from aircraft flight recorders.

More than 80 major and regional airlines, cargo operators and investigative authorities on five continents are using the core software of the company, CEFA FAS (Flight Animation System) for pilot training and safety analysis.

Translating flight data into precise visualization requires in-depth understanding of the complexity of aircraft systems and software engineering. CEFA Aviation has been a pioneer in easy-to-use flight data animation since Dominique Mineo founded the company in 2000. Its long-lasting success is attributable to a passion for aviation and innovation, listening to its clients, and delivering gold-standard support. The CEFA Aviation team is headquartered in the Alsace region of France.

At the Dubai Airshow, CEFA Aviation will unveil a new breakthrough visualization tool to further enhance and personalize pilot training.

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Photo : portrait of Xavier COLOGNAC,
new VP Sales CEFA Aviation
high def and low res
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