



## DAHLGREN DUCK'S BOLSTERED TEAM SHOWCASES CONTEMPORARY LUXURY IN GENEVA

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**Dahlgren Duck & Associates (DDA), the Dallas, Texas-based supplier of custom-made fine dining ware, bespoke luxury amenities and art works for private jets, returns to this year's EBACE 2016 – booth Y103 – with a strengthened management team and transforming business. Joining CEO Scott Ritter, a regular EBACE visitor, will be Philip Brunger who has stepped into the role of VP Sales and Business Development.**

Philip is responsible for new strategic growth worldwide and will be using EBACE as a platform to highlight the company's growing range of services for operators, OEMs, completion centers and private owners. Philip previously spent more than ten years at Dallas Market Center in the trade show management business. He built a network across multiple industries, and developed product expertise within a variety of sectors as he grew business internationally.

DDA has also appointed Mark Murray to the position of Chief Financial Officer. Following a successful twenty-year career working in the financial consultancy and investment arena Mark has joined DDA to enhance the company's financial efficiency, develop new systems to support

internal accounts and improve the customer experience. Supporting the two senior management appointments DDA has bolstered its account management services with the appointment of two account assistants and two account managers.

“DDA has always positioned the customer service experience at the heart of its business as what we do is very much about personal service. The appointment of two industry leaders in their field, and a further four team members to support them reflects the importance we give to this section of our business,” said Ritter of the growth.

DDA investing in advanced technology to support business.

DDA is also embracing technology to enable platforms that can be customized to enhance the specification, selection and ordering process for all its clients. The technology, which is being custom developed, will sit behind a new website to provide a more convenient means of interacting with the DDA team. As the business targets individual clients from Asia, the Middle East and a growing North American market, the technology will allow clients to follow their projects in real time, request modifications and reorder items should they become damaged, whilst anywhere in the world. A refreshed marketing campaign will also present a new contemporary look for the business that will appeal to existing customers, and is anticipated to attract a new set of clients entering the business jet space.

Ritter states, “We are staying true to our origins but we recognize that to take our business forward we need to respond to changing market demands and expectations, to modernize luxury. This has informed our decision to invest in the highest quality people and improve our technology to support the delivery of a brand people want to do business with. The web, combined with our specified technology, enables us to showcase our incredible product portfolio, capabilities and expertise unlike any other platform, and allows us to interact with clients in a completely new way. This really is an incredibly exciting time for DDA.”

DDA will be displaying a number of their unique products created on behalf of aviation clients throughout EBACE. The team has also retained the services of boutique aviation PR agency Emerald Media to support their international expansion plans.

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