KRIMSON BOLSTERS BUSINESS - MEET THE TEAM

News / Business aviation, Personalities

We all know how important is the team if you are looking for long term successful business development.? Krimson has bolstered its operation by adding five new members to its team.

Edomgenet Sentayehu has been appointed as the Chief Financial Officer and is controlling the financial status of the company. Helina Teshome and Nadia Getachew have come on board as Flight Operations Officers. Betelhem Shumu has become Marketing Officer and Yonas Desalgne is re-joining the company, after a year working with Oxfam, to head up IT and support Betelhem with his graphic design and branding skills.

With nearly a decade of experience in accountancy and financial analysis Edomgenet brings a wealth of accountancy experience from outside the aviation industry having worked in the advertising sector, as well as for public and private enterprises. As CFO her responsibilities include creating and administrating financial systems, managing day to day business development finances and preparing financial reports for both internal and external stakeholders.

Nadia and Helina bring diverse perspectives to Krimson as Flight Operations Officers. Nadia sharpened her skills working in sales, marketing and project management for international private aviation companies. Helina brings a background in economics and insurance gained before joining the aviation sector as an inflight service provider. Together they hold a myriad of professional

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qualifications in aviation safety, security and ground handling amongst others. Their honed communication and problem-solving skills position them well to fulfil their new responsibilities which include obtaining flight permits, arranging ground handling, coordinating with international aviation companies, liaising with passengers and crew, among other day to day flight operations tasks, which are managed against the back drop of the dynamic Ethiopian flight operations landscape.

Betelhem and Yonas are developing and implementing the Krimson marketing strategy to further raise the Krimson profile at an international level. Betelhem started as an intern at Krimson and quickly became part of the full-time team, ensuring daily activities reflect the long-term business strategy. Following a year out working for the charity Oxfam, Yonas has returned to work on branding and graphic design as well as developing and managing Krimson's IT systems.

The new team will support CEO Dawit Lemma in continuing to lead the company to greater heights in the industry. "I'm so excited about the depth of experience, the professional abilities and fantastic team that is now supporting Krimson. It is well known that recruiting for aviation is a challenge but in my new team I have found a wealth of skills, talent and characters who I know will work well together to provide our customers the very best in aviation services. Krimson continues to grow and as we look to set up operations in Eritrea, I need a solid, reliable team to support all activity," said Lemma.

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