

## ATR appoints Lamberto Martinello as Head of Communications and Corporate Branding

**Toulouse, January 9, 2022** – Lamberto Martinello has been appointed Head of Communications and Corporate Branding for ATR, the world number one regional aircraft manufacturer. He took up his position on 1 January 2023 and reports directly to the CEO, Nathalie Tarnaud Laude.

Lamberto was previously Head of Social Media and Digital Marketing at the Italian group Leonardo. Since 2005, he has held several senior positions there, covering all aspects of corporate communications. He has developed a strong expertise in the fields of internal and external communication, social media, digital marketing, e-reputation and crisis management.

Throughout his career, Lamberto has implemented communication strategies to support the business objectives of the Italian group. His activities have led to significant and measurable improvements in visibility and awareness of the company and have helped to strengthen Leonardo's brand image in new markets.

His in-depth knowledge of the aeronautical sector and his expertise in corporate communications will bring true added value to continue positioning ATR internationally as an aircraft manufacturer, leader in the regional market, whose purpose is to connect communities and businesses in a responsible way today and for the future.

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**About ATR** ATR is the world number one regional aircraft manufacturer with its ATR 42 and 72 aircraft the best-selling aircraft in the less than 90-seat market segment. The unifying vision of the company's employees is to help everyone, no matter where they are in the world, to connect and develop in a responsible manner. Thanks to the efficiency of turboprop technology and the benefits of the company's focus on continuous innovation, ATR aircraft open more than 100 new routes on average every year, burn up to 45% less fuel and emit up to 45% less CO2 than regional jets. For all of these reasons, ATR aircraft have been chosen by some 200 companies in 100 countries around the world. ATR is a joint-venture between Airbus and Leonardo. For more information, please visit [www.atr-aircraft.com](http://www.atr-aircraft.com).

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