

ABC International announces Rodolfo Baldascino as CCO

[ABC International](#) has announced to *PAX Tech* the appointment of Rodolfo Baldascino as Chief Commercial Officer (CCO).

Starting from October, Baldascino will head up coordination of whole sales and business development, including customer portfolio development, sales campaigns, airline contract negotiations, leasing companies, aircraft OEMs, MROs and completion centers. He will also lead the marketing team, in charge of market analysis, business development, preparation of business plans, communication and media relations.

Baldascino will provide support on all management decisions, with aims to further develop and consolidate products and services offered, helping to position the company as a reliable and reputable partner for cabin modification and refurbishment services, with special focus to the aircraft leasing industry needs.

In the last 15 years Baldascino has served as Marketing & Sales Manager at [GEVEN SpA](#), the Italian aircraft seating company and interiors manufacturer. In that position, he has developed an extensive network within the aviation industry. Baldascino has accrued a solid experience in aircraft cabin outfitting business processes for both line-fit as well as retrofit projects.

Baldascino's past experience also includes the role of Sales Manager at ALITALIA Engineering & Maintenance, the MRO division of the Italian Flag Carrier [ALITALIA](#); Sales & Customer Support Manager at [Atitech SpA](#); Marketing Analyst New Products/Sales Impulse Channel at Ferrero SpA; freelance Business and Economics Publisher at [Esse Libri-Edizioni Simone SpA](#) Naples; and, Strategic Marketing Analyst at [Avions de Transporte Regional](#) in Toulouse, France.

He also works with various management schools and universities holding lectures on the aviation industry, supply chain and network relationship management. He has been a professor of Aviation Marketing at [LUISS Business School](#) in Rome within the Aviation MBA since 2012.

Rodolfo holds a Business Bachelor in Economics & Management and a Master of Business Administration.