

Stan Shparberg

SVP Head of Marketing for Airbus Commercial & International

BIOGRAPHY

#Airbus

Stan Shparberd was appointed Head of Marketing for Airbus Commercial & International in December 2021. He joined the Airbus Family in March 2020 as Vice President Commercial, Airbus Corporate Jets and was responsible for sales and marketing globally.



Prior to joining Airbus, Stan was an Executive Vice President of Sales of Silicon Valley based Enlighted Inc, focusing on developing an IoT platform for Smart Infrastructure division. He held various positions at Siemens, a large industrial conglomerate, across a number of different locations around the world: USA, China, Russia and Australia. In 2016, Stan was promoted to be responsible for the optimization of Siemens's manufacturing footprint in Americas, covering North and South America.

Starting his career in Australia in the power generation sector, he then moved to Russia as a Head of a business unit in the Oil & Gas and Mining Industry.

Stan holds a bachelor double degree from RMIT and CQU University in Australia and recently completed with honors an EMBA course at European School of Management and Technology in Berlin, Germany. He is also a certified CPA and an ambassador at a One Young World association.

Stan is a vivid aviation enthusiast who loves to explore and learn new cultures through traveling. In his spare time he is a keen golfer and skier.

Florent Massou dit Labaquère

Florent Massou dit Labaquère has been appointed Senior Vice President, Head of Widebody Programmes as of 1st July 2022, after more than three years at Airbus Canada Limited Partnership as Head of A220 Programme.

Florent joined Airbus in 2012 holding for seven years various senior management positions, including A320 “Fit for Ramp’up” Plants Cluster Leader, Head of Inventory Optimisation – Power 8+ and, more recently, Vice President Head of A380 Final Assembly Line Toulouse, where he managed and led the A380 final assembly line, bringing to the sky the iconic aircraft promoted by so many passengers around the world.

Before joining Airbus, Florent served as Director of Strategy and Finance at the French Prime Minister’s Offices, State Investment Agency, where he implemented a 35 bn€ investment plan dedicated to higher education, research, energy and industry. He was also Inspector of Finance at the French Ministry of Economy, Finance and Industry, being responsible for the oversight, audit, analysis, consulting and evaluation services in administrative, economic and financial matters for the French government.

In 2002, holding a master’s in Engineering, Economics and Physics from France’s École Polytechnique, Florent joined the France’s Corps des Mines, where he earned a master’s degree in Finance, Economics and Public Policies.

A native of Pau, in the southwest of France, Florent Massou currently resides with his family in Toulouse, France.

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