



Steering Groups and Market Interface

There has been several questions on the role of Steering Groups and their involvement in the sales process, especially as regards relationship with customers and the sales network.

The Steering Group is a transversal organisation, aimed at:

- refocusing decisions on our customers' expectations
- reshaping our organisation towards agility and performance
- making decisions at the optimal level

In this capacity the Steering Group Managers can access all market information, market studies, exhibition reports, customers visit reports, sales figures, etc that they may need.

Contacting the Salesforce or the customers can nevertheless only be done through the Market Managers organisation. The **DCSRC**¹ is fully in charge of the marketing and pricing policies, as well as of the management of the Customer Relationship.

¹ Direction des Clients Stratégiques et de la Relation Clients, headed by Edouard Duval

Steering Group Manager	Scope	SG Name (F)	SG Name (UK)
L. Foucher	Parts for structures and landing gears, Includes launchers & satellites	Structures aéro(nautiques) et spatial	Aero Structures
P. Rega	Parts for aero and aeroderivative engines, semi-products from PM	Moteurs aéro(nautiques)	Aero Engines
C. Sentenac	Parts for Land Turbines, generators, compressors and expanders.	Energie T(urbines) T(errestres)	Energy Land Turbines
A. Tronche	Parts and Long Products for the defense and nuclear markets, forgings for other markets (oil & gas, chemical ind., pascalization, mandrels, casters, etc.)	Nucléaire, Défense, (Oil & Gas et Process)	Nuclear, Defense, Oil & Gas, Process
F. Gineste	Round, flat or square bars, wire, strips, sheets, semi-products for all markets, except defense and nuclear markets.	Produits longs, Outillages, Aciers rapides	Long Products, Toolsteels, High Speed Steels

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Sub-Steering Groups Long Products, Toolsteels	Outillage	Toolsteels
	Spécialités	Specialties
	Autres transports	Other Transportation
	Produits longs aéro, Transmissions	Long Products Aero(space), Transmission
	Aciers rapides	High Speed Steels

Activities outside the scope of Steering Groups	Loose powder TAF/Recycling, UKAD, etc.
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