

## Effective Tactics To Recruit the Right Talent in the Aviation Industry

— EULEN's Aviation Vice president, Larry Massaro spoke at GHI's annual Conference, a gathering of more than 300 executives in Miami, Florida, to discuss the outlook for the Americas' aviation sector in 2022 and beyond.

Miami, April 1, 2022 -The skills shortages engulfing aviation across America was one of the main topics covered during the Ground Handling International Americas Conference. Larry Massaro, Senior Vice President of Aviation at EULEN America, was featured as a panelist discussing the future of the aviation industry and the trends and challenges we are facing today.

The challenges the aviation industry faces in terms of recruiting and how to tackle this in order to succeed were current talking points discussed as well as how attractive compensation and benefits packages are more necessary than ever to attract the right talent pool, the right training, technology and to have a group of people collaborating and committed towards the same goals.

“This is the key to recruiting and creating the right work environment to retain talented professionals that will build careers within your company” said Massaro.

With over 35 years of experience in aviation, Massaro has managed over 3,500 employees in 65 domestic and international airport locations.

“Now more than ever, it is essential we run parallel paths with our airline and aviation partners to attract and retain quality employees while we continue to drive technology solutions to strengthen our business's efficiency, effectiveness, and long-term viability,” said Larry Massaro.

As part of EULEN America's renewed management, Massaro is responsible for contract negotiation and resolving issues to ensure processes, systems, products, regulations, and data are delivered seamlessly to all aviation customers. He is also in charge of day-to-day oversight of the EULEN Aviation operations, strategic planning, leadership development, and employee engagement.

“35 years ago, when I started working in this sector, being hired by an airline was synonymous with prestige. Currently, as noted in the forum, there are airlines that carry out mega selection processes to cover 5,000 plus positions, which puts them on par with corporations from other sectors and big competitors that offer attractive compensation packages.”

Larry Massaro participated in the conference alongside other industry professionals as David Barker, Chief Executive Officer of USA dnata, Mike Garland, Director Airport and Corporate Procurement of American Airlines, Nirmala Ramai, Chief Operations Officer of Caribbean Airlines, Emir Pineda, Section Chief Passenger, Trade & Logistics Development - Marketing Division of Miami International Airport, and Mercy Correia, Head of Industry Relations of ALTA.

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#### About EULEN America

Founded in 1962 and with a presence in 14 countries, including the United States, [EULEN Group](#) is a leader in providing services and innovative solutions to companies. It specializes in aviation services, cleaning, security, auxiliary services (logistics, general, and telemarketing), FSM (Facility Services & Management), socio-health services, comprehensive maintenance, and global solutions for human resources, employment, and the environment.

Since its inception, EULEN Group has stood out for the excellent quality of the services it offers. With more than 12 years established in the local market, [EULEN America](#) currently has a staff of approximately 3,000 specialist professionals across Florida, New York, New Jersey, Maryland, and Washington DC.

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