



cayla communication

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January 2013

It is our pleasure to introduce to you our new cayla group colleague, Walter F.L. Verhelst, who joined us as Director.

Walter Verhelst joined cayla group per January 1, 2013 and will assume the responsibility for our activities in Spain + South-America in co-operation with our other Spanish speaking partners.

Based on his extensive knowledge and understanding of transport + logistics Walter will especially be involved in our activities for the European transport + logistics sector as well as for the logistics function at other companies.

With a Bachelor's degree in Marketing from the Antwerp Institute of Economics Walter joined GE TIP Trailer Services Europe. He held commercial and senior leadership roles within GE Capital's Commercial Vehicle Divisions throughout Europe for over 20 years. He initiated new commercial activities, strategic changes, business restructurings + integrations and created growth solutions serving the transport + logistics sector and fleet management industry.

From 2001 to 2006 he managed Southern Europe for GE Capital's TIP Trailer Service Europe as well as initiated the European account management program for GE Capital European Equipment Management. Since 2007 he headed GE Veriwise (Telematics based service operation for GE Equipment Services Europe) and established a joint venture, NovacomEurope, with CLS-Novacom from France in 2010. This company received the prestigious 2011 Award for Market Leadership in Trailer Telematics Services from Frost & Sullivan.

Supplying the transport + logistics industry with vehicles and related services enabled him to acquire an in-depth experience of and extended network within this interesting sector.

Walter has the Belgian nationality and is married with 2 grown up sons. He will continue to live near Barcelona where he has been living since 2003. Speaking Spanish + 4 other languages fluently enables him to operate effectively in many countries + multicultural environments.

We welcome Walter as our new partner allowing us to support our clients also directly in Spain, Southern Europe and South America and look forward to a long, close + successful co-operation and many projects in Spain and in the rest of Europe for our existing and new clients.

Alexander P. Adelmund
Managing Director

cayla consulting group AG, Menterschwaigstr. 4, D-81545 München, E-Mail: welcome@caylagroup.com www.caylagroup.com
Vorstand: Alexander P. Adelmund, AR Vorsitzender: Frederik L.G. van Putten, HRB 156873 München, USt-IdNr. DE221032680