



cayla consulting group
Introducing Mitchell Peeters

March 2018

Mitchell Peeters joined cayla group per **March 1, 2018** as Senior Director and will support our activities in the Middle East and Asia Pacific regions whilst adding extra resources to our Spanish speaking clients and partners.

Mitch will be a member of our Asian team with partners and offices in Malaysia (Kuala Lumpur + Penang), Singapore and Thailand.

Based on his extensive knowledge and understanding of the automotive and transport industry Mitchell will especially be involved in our activities for the Asian and Middle Eastern transport + automotive sector as well as for the business development and restructuring function across other companies and regions.

Mitch Peeters held commercial and senior leadership roles within Pirelli and Goodyear in different locations. In his capacity as Managing Director for Middle East, Africa and Iberia for Goodyear, he initiated new commercial activities, strategic changes, business restructurings + integrations and created growth.

In 2015 he joined Aldobowi Group, a privately owned multinational organisation with headquarters in Dubai, active in the automotive and material handling sectors, as Executive Director.

Mitch has the Belgian nationality and is married with 2 grown up daughters. He currently resides in Thailand, from where he will be close to our Middle Eastern and Asian clients and partners, speaking 5 languages fluently enables him to operate effectively in many countries + multicultural environments.

cayla's team welcomes Mitchell as our new partner allowing us to support our clients in Asia, the Middle East and South America and look forward to a long, close + successful co-operation and many projects for our existing and new clients.

Best personal regards,

cayla consulting group

Alexander P. Adelmund
Managing Partner/CEO

GERMANY | MALAYSIA | NETHERLANDS | SINGAPORE | SPAIN | **SWEDEN** | SWITZERLAND | THAILAND | USA

www.caylagroup.com