

Alphabet Belgium - Press Release

Alphabet Belgium strengthens its Management team with Anja Geril and Bob De Meyer

Aartselaar, 30 October 2017 - Alphabet Belgium is strengthening its Management team with Anja Geril in the position of Sales Planning & Steering Manager. Bob De Meyer will become the new Remarketing Manager.

Anja has over 15 years of experience in the automotive industry as a Sales & Field Operations Manager, followed by the positions of Country Lead & Sales Manager at Chevrolet/GM Group and Business Consultant at Ford Motor Company. In her previous role, Anja was the Commercial Director at Evolutive Systems, an SME specialising in ERP and DMS systems. With her extensive expertise in sales & business operations, business analysis and supply chain, she is the perfect person to take over the reins from Kris Holvoet, who was promoted to COO this month.



“We have to work on sustainable mobility, a concept in which other mobility solutions are given a place alongside the car,” Anja Geril says. “Alphabet is a flexible and innovative partner for the business world which responds quickly to changing mobility needs. I look forward to sharing my knowledge and experience with my colleagues and further developing and optimising our services for our customers.”

In his position as Remarketing Manager, Bob De Meyer is responsible for the remarketing team, for determining the strategy and for mapping out the challenges of the future.

Bob has over 20 years of experience as an entrepreneur, including 17 years as a Partner in Roularta Media Group joint ventures. For five years he was also a director of Plus Uitzendkrachten, an HR company specialising in temporary work, outplacement, HR consulting and recruitment & selection. After that he worked at Wolters Kluwer as Sales & Marketing Manager for the publishing, software and online products departments.



Bob De Meyer says: “I want to deploy my experience in sales and strategic business development, built up in various sectors, to meet the challenges of the future together with my team. As an international player, Alphabet responds to the business mobility needs of today and of tomorrow. And I am very happy to be part of such a dynamic and forward-looking company.”



About Alphabet

As one of the market leaders in corporate mobility in Europe, Alphabet helps companies manage their fleet in an efficient and sustainable manner. Alphabet was founded in 1997 as a division of BMW Group and has since acquired extensive knowledge in the field of international fleet management and operational leasing. The comprehensive service it offers includes advice as well as financing. Alphabet's corporate mobility solutions are tailor-made to ensure that they satisfy companies' specific requirements.

With a portfolio of 660,000 vehicles of all makes in 19 countries, it is one of the four major players on the market. In Belgium, Alphabet currently manages 50,000 vehicles, good for a place in the top three.

Its expertise and technology enable Alphabet to play a leading role in Advanced Mobility Solutions: AlphaElectric offers businesses extensive eMobility solutions, AlphaCity provides a cost-saving Corporate Car Sharing arrangement and AlphaFlex allows companies to integrate a mobility budget.

More information is available at: www.alphabet.be.

Contact

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