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ILKKA HIETALA APPOINTED AS THE NEW CEO OF KIITOSIMEON

Kiitosimeon Oy, a logistics company specialising in the transportation of liquid products, has appointed Ilkka Hietala as its new CEO. Hietala will start in his new role at the company operating in five different countries with 450 employees on 11 December 2017. In the past, Hietala has worked for companies such as Nordea, GE Capitali and Volvo AB in demanding sales and marketing management roles. Before joining Kiitosimeon Oy, Hietala worked as the Sales Director at Europress Group Oy.

"Ilkka Hietala will bring with him his vast and versatile experience in global business operations and client cooperation, both of which are strongly connected to the company's aim to expand its operations in a profitable manner in Finland, Sweden, Estonia, Latvia and Lithuania," says Juha Lehtinen, chairman of the Kiitosimeon board. "We believe that Kiitosimeon is now being directed by a skilled team of experts who have the opportunity to expand and develop high-quality, safe and environmentally friendly logistics operations with the new CEO in charge."

Ilkka Hietala is familiar with Kiitosimeon operations, as well as the challenges facing the industry today and in years past. "I'm excited to get to help develop the operations of this traditional family-owned company that has been in the logistics industry for over 34 years. I believe that my versatile career history and expertise together with our skilled team of professionals will ensure that Kiitosimeon can meet its customers' needs better than ever in this rapidly changing operational environment. Together with our long-term partners, we want to be the forerunner of the logistics industry while running the business in a responsible manner, which is one of Simeon's key values."

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