

## Centiro appoints Frank Bakker to drive global expansion

**11 November 2015:** Centiro, the leading innovator in cloud-based transportation and delivery management solutions, has appointed Frank Bakker as Senior Vice President of Global Sales. Frank will be responsible for growing Centiro's sales operation, through helping retailers, logistics providers and manufacturers connect their supply chain and distribution networks in the cloud. Using Centiro's solutions, customers will be able to drive innovation, improve visibility and reduce costs.

Frank brings more than 20 years of supply chain expertise to Centiro. He founded and led numerous teams within the sales organisations of GTNexus (Infor) i2 Technologies (JDA) and Ariba (SAP) where he served some of the world's most notable consumer package goods companies, retailers and brands such as Inditex, Philips, adidas, Ahold, Unilever, Nestlé, Sara Lee, Tesco and Puma.

*"We are on a clear and rapid path of global expansion", says Niklas Hedin, CEO of Centiro. "Frank strengthens an already strong team tasked to contribute to the innovation and success of our customers. He brings senior experience and capability in collaborative supply chain platforms. Frank will be responsible for expanding on our global go-to-market capability, which sends a positive signal to customers in several markets."*

Commenting on his appointment, Frank Bakker said, "In the retail sector we are seeing competitive pressures and changing buyer behavior accelerating omni-channel initiatives, while customers are also becoming less tolerant of fulfillment failures. Centiro's cloud-based logistics and delivery management platform provides full-circle brand experience that is unmatched in the industry, providing competitive advantage to over 200 customers in over 105 countries. I look forward to maximizing value for our customers while further expanding Centiro's go-to-market strategy globally."

**For more information, contact:**

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**About Centiro**

Centiro is the leading innovator in cloud-based transportation and delivery management solutions. Centiro's products empower companies and finer supply chains in over 105 countries. The company has won several awards and accolades over the years and is ranked as one of the best places to work in Europe by Great Place to Work®. For further information, please visit [www.centiro.com](http://www.centiro.com).