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## **AddSecure appoints Olaf Gietelink as President of its Transport business unit**

The appointment marks an important step in the continued growth and strategic development of AddSecure's transport business.

[AddSecure](#), a leading European provider of secure IoT connectivity and end-to-end solutions, today announced the appointment of Olaf Gietelink as President of its Smart Transport business unit, effective immediately.

Olaf Gietelink brings more than 25 years of international experience in the automotive and telematics industries, with a strong background in R&D, strategy and product marketing. He has previously held senior leadership roles including CEO of Rietveld Fleet Management and Safety Solutions, Vice President Strategy and Vice President Product Marketing at TomTom, Director Strategy at Webfleet, and Consultant at McKinsey & Company. Olaf holds an MSc in mechatronics and a PhD in control engineering from TU Delft.

Commenting on the appointment, Stefan Albertsson, CEO of AddSecure, stated:

*"I am confident that, under Olaf Gietelink's leadership, our Smart Transport business will strengthen and develop successfully. Olaf brings a strong strategic perspective and the ability to both define and execute strategy. His experience will support the continued development of our transport operations, ensure we are moving in the right direction, and accelerate organic growth. His combined engineering and consulting background also enables him to take a structured and analytical approach to solving both technical and business challenges."*

On his appointment, Olaf Gietelink said:

*"I am thrilled to lead the Smart Transport business unit at such an important stage of its development. As the transportation industry is going through transformative change, my focus will be on accelerating product innovation for our customers and driving growth across our European operations. AddSecure is an exciting and ambitious company with a strong growth agenda, and I am delighted to join the team."*

Olaf Gietelink will report directly to CEO Stefan Albertsson.

**For more information, please contact:**

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**About AddSecure**

*[AddSecure](#) is a leading European provider of secure IoT connectivity and end-to-end solutions that help organisations optimise operations, create business value, and protect vital societal functions. With over 30 years of experience in secure critical communications and data, we deliver IoT solutions across industries including alarms, buildings, transportation and logistics, public safety, personal safety, and critical infrastructure. Certified to ISO 9001, 14001 and 27001, we are committed to quality, security and sustainability. Headquartered in Stockholm, Sweden, we serve customers across Europe and beyond. Our solutions help make the world safer, smarter and more sustainable. AddSecure is majority-owned by Funds, managed by [Castik Capital](#), a European private equity fund with a long-term approach to value creation.*