

Bonn, 21 May 2019

## **ORBCOMM appoints Carsten Holtrup to the position of VP Transportation Sales Europe**

New sales expert to further expand presence of telematics division for trucks and trailers in Germany, Austria and Switzerland

**Carsten Holtrup (48) is the new Vice President Transportation Sales Europe at ORBCOMM. With this appointment, the international leading industrial IoT solutions provider intends to expand its strong market position in Germany, Austria and Switzerland. In addition to supporting existing customers, one of the main tasks of the experienced telematics and IoT professional is to meet the increasing demand for ORBCOMM fleet management solutions for trucks, buses, refrigerated and dry trailers as well as multimodal containers by setting up sales teams. Since the integration of Blue Tree Systems and Euroscan into the ORBCOMM Group in 2017, carriers and logistics companies' interest in ORBCOMM's asset tracking solutions in Europe has grown rapidly.**

As a certified business economist, Holtrup has more than 22 years of marketing and sales experience in logistics, telematics and IoT, gained in various management positions with transport management and telematics solution providers. Most recently, he was responsible for the sales of truck telematics solutions in Europe for nine years for a Californian GPS provider. "The consistently positive customer feedback and the concentrated competence of the team make me very confident that we will successful push our presence in the market. I am also pleased about the growing interest of small, medium-sized and large forwarding and logistics companies, with whom we have agreed initial talks at transport logistic. Because consistent and intelligent asset tracking is not a question of company size," says Carsten Holtrup.

ORBCOMM at the transport logistic (June 4-7, 2019):  
Munich Trade Fair Centre / Hall A3, Booth 622

## Picture

ORB\_CHoltrup\_02.jpg



Carsten Holtrup,  
Vice President Transportation Sales Europe,  
ORBCOMM. (Photo: ORBCOMM)

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### **ORBCOMM inc.**

ORBCOMM (Nasdaq: ORBC) is a global leader and innovator in the industrial Internet of Things, providing solutions that connect businesses to their assets to deliver increased visibility and operational efficiency. The company offers a broad set of asset monitoring and control solutions, including seamless satellite and cellular connectivity, unique hardware and powerful applications, all backed by end-to-end customer support, from installation to deployment to customer care. ORBCOMM has a diverse customer base including premier OEMs, solutions customers and channel partners spanning transportation, supply chain, warehousing and inventory, heavy equipment, maritime, natural resources, and government. For more information, visit [www.orbcomm.com](http://www.orbcomm.com).