

'For Immediate release'

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Midlands logistics firm Oakland International appoints new General Manager

Established multi temperature supply chain specialist, Oakland International, has recently appointed Ed Ross to the post of General Manager, overseeing all operational activity for the company's Midlands depots based in Redditch and Alcester.



Extensive knowledge of both warehousing and distribution, Ed's fifteen years experience encompasses general haulage, contract logistics, food, non-food, raw materials and manufactured goods for companies such as DHL, Christian Salvesen and more recently Eliza Tinsley Ltd where he held the post of operations director.

Commenting on his reasons for joining Oakland, he said: "Joining this successful team represents a great personal opportunity to return to a 24/7 operation, servicing some of the UK's major retailers and suppliers in the wholesale and convenience markets, and having worked within this sector before, I understand that it is one of the most complex and time sensitive environments to be in and for me those

challenges and successes are what drives me to succeed.

"It is clear that Oakland already has a very experienced and knowledgeable team, so it will be my role to guarantee that we all continue working hard to ensure that skills and process disciplines in place not only meet but exceed challenges to sustain our future growth plans."

Expert supply chain operator in ambient, chilled and frozen product, Oakland has an acknowledged reputation for unrivalled service levels and response times, two things which continue to help the company build on existing business and help attract new contracts, with particular interest shown in their distressed load service models, an area which continues to see major growth. Ed's role, a new position within the Oakland organisation, is intended to facilitate the company's existing five year plan and ongoing forward growth business strategy.

Oakland's recent expansion in to the Irish market will see them working with both UK and Irish based suppliers to access new markets whilst maintaining long-term business relationships. Said Ed: "Looking forward I intend to utilise my skills and management abilities to deliver operational excellence throughout, particularly in terms of performance improvement and the implementation of IT to enhance our overall business offer."

Ed's warehouse and distribution management experience, and in particular his sound understanding of the chilled and frozen foods sectors, put together with his background in change management, has seen him work with numerous household names such as Nisa-Today's, Sainsbury's, Tesco and Morrisons. Working within this fast moving environment, where communication and planning are essential, Ed's experience at senior level will enable him to deliver on all levels for Oakland's evolving retailer, wholesale and convenience markets business operation.

Dean Attwell, Oakland's Managing Director, speaking about Ed's appointment stated: "We are all delighted to welcome Ed to the senior management team and I personally look forward to working with him operationally as he takes the reins of Oakland's five year plan of operational excellence, exacting customer service delivery standards and of our business growth strategies designed to further enhance Oakland's reactive, flexible and customer service orientated service delivery offer."

Living in Kidderminster, 34-year-old Ed is married and expecting his first child in the next few weeks.

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Image details: Ed Ross, Oakland International's new General Manager.

NOTES FOR EDITORS:

Oakland International is a local, family owned business specialising in the field of multi temperature, storage, picking, contract packing and logistics. Oakland announced its t3-year recruitment plan earlier this year, with all Oakland employees actively encouraged to take up vocational training in distribution, warehousing and storage, customer services, business and administration, team leadership and information technology.

Trading since 1998, Oakland has operated a longstanding policy of community integration and commitment to green initiatives and the environment, previously acknowledged through the Local Hero Award Scheme, recycling initiatives and Business Commitment in the Community.

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