

**Press Release**  
**January 25<sup>th</sup> 2022**

## **New Managing Director of Cibes Lift Group Companies in the UK**

***Reyaan Shepherd is appointed Managing Director of all Cibes Lift Group companies in the UK to consolidate management for future growth and expansion.***

Reyaan Shepherd comes from a position as Divisional Director at one of the UK's top retailers of bathroom equipment and has a wealth of experience in sales, marketing, and business development. He is appointed Managing Director of Cibes Lift UK and Titan Elevators Ltd. to consolidate the management of both companies and increase the pace of business development and growth in the UK.

"Reyaan has a proven track record of increasing profit and growth through strategic sales and brand development in a highly competitive market. We are very happy to have Reyaan on board and we are confident that he has the right skill set and experience to take our business in the UK to new heights", says Merijn Aldewereld, VP Sales Europe & UK of Cibes Lift Group.

Reyaan Shepherd has extensive experience in developing and executing B2B and B2C commercial, product, and marketing strategies to create added value and generate profit. However, thanks to his many years in managerial positions, Reyaan knows that strategy alone is not enough, but that the key to success resides in the combination of excellent strategy and strong teamwork:



"I am really excited to join the Cibes family. I think the brand has huge potential in the UK both in the commercial and consumer markets. I am a firm believer that a team is greater than the sum of its parts – I enjoy creating effective, collaborative teams with a winning mentality. There is already a wealth of industry experience across the UK businesses, and I look forward to adding my experience in developing consumer brands and commercial strategies to further develop our business. I cannot wait to get to know my team and colleagues better and to start working on strategies to secure our future development and growth. I am certain that we will achieve great things together."

Reyaan Shepherd started his position as Managing Director of Cibes Lift UK and Titan Elevators Ltd. on January 3rd this year.

**Ends**

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