

## MEDIA RELEASE

Basel, June 15, 2018

### **Ayme-Yahil to lead Marketing and Communications at Panalpina**

**Dr. Edna Ayme-Yahil is appointed Corporate Head of Marketing and Communications at Panalpina as of July 1, 2018. She will report directly to CEO Stefan Karlen.**



Panalpina's new Corporate Head of Marketing and Communications: Edna Ayme-Yahil (Photo by Jana Legler)

Until joining Panalpina, Ayme-Yahil ran DigiComms, a communications consultancy. She has held various senior in-house communications roles, including at Philip Morris International, Nissan and EIT Digital. She currently serves as Managing Vice President of the European Association of Communications Directors.

"We are very pleased to welcome Edna to the Panalpina team. Her strong knowledge of marketing and communication practices, experience in internal communication and change management, as well as her strong digital experience and business acumen will be invaluable in boosting the strong Panalpina brand," says Panalpina CEO Stefan Karlen. "I firmly believe that marketing and communications are drivers for growth. My expectation is that under her leadership, the integrated marketing and communications function will be strengthened and further drive opportunities that support Panalpina's business strategy and build competitive advantage."

A dual UK-US citizen, Ayme-Yahil is a graduate of Stanford University and holds a doctorate from the University of California, Los Angeles. She will be based at Panalpina headquarters in Basel, Switzerland.

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**About Panalpina**

The Panalpina Group is one of the world's leading providers of supply chain solutions. The company combines its core products – Air Freight, Ocean Freight, and Logistics and Manufacturing – to deliver globally integrated, tailor-made end-to-end solutions for twelve core industries. Drawing on in-depth industry know-how and customized IT systems, Panalpina manages the needs of its customers' supply chains, no matter how demanding they might be. Energy and Project Solutions is a specialized service for the energy and capital projects sector. The Panalpina Group operates a global network with some 500 offices in around 70 countries, and it works with partner companies in another 100 countries. Panalpina employs approximately 14,000 people worldwide who deliver a comprehensive service to the highest quality standards – wherever and whenever.

[www.panalpina.com](http://www.panalpina.com)

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