

# Press Release

## **New Leadership Appointments strengthen Forto`s position to drive Market Leadership in Digital Logistics: Former J.P. Morgan MD Guillaume Petit-Perrin Joins as Chief Financial Officer. Lyft VP of Product and GM Kamil B. Rodoper Named Executive VP of Product**

- Guillaume Petit-Perrin strengthens Forto finance and operations as Chief Financial Officer (CFO). Kamil B. Rodoper to join Forto as Executive Vice President of Product starting June 2021.
- The company adds international experience, financial pedigree and product leadership to complete its executive team and to position for its next phase of growth.
- "Our strategy continues to focus on bringing together our operational excellence in freight forwarding and our SaaS platform investments. Our expanded leadership team has the right combination of business, industry and technical expertise to help us realize this vision," says Michael Wax, CEO at Forto.

Berlin, May 2021

Forto, a leading provider of digitized freight forwarding and supply chain solutions, today announces two executive appointments to strengthen their executive leadership team and position the company for its next phase of growth. Guillaume Petit-Perrin, has joined Forto as Chief Financial Officer (CFO) and Kamil B. Rodoper will join as Executive Vice President of Product in June 2021.

Guillaume Petit-Perrin, who joins from J.P. Morgan, has more than 18 years of corporate finance experience working in international markets including London, New York and Paris. Most recently, Guillaume served as Managing Director in J.P. Morgan's TMT Investment Banking group. Over the years, He advised clients on over \$100bn of M&A transactions, and led multiple equity and debt issuances. With an extensive track record across sectors, geographies and products, Guillaume's experience delivering organic and inorganic growth strategies brings valuable knowledge to support the next stages of Forto's growth. *"Coming from a different industry enables me to look at Forto with a fresh perspective and to put the right tools in the right place. Forto is on an impressive growth trajectory, and I look forward to the many years of successes ahead"*, comments Guillaume.

Kamil B. Rodoper has been appointed as Executive Vice President of Product at Forto with the charter to set the strategic direction for the Forto product ecosystem. Kamil joins Forto from Lyft, where he most recently served as VP of Product and General Manager of Express Drive and previously served as Head of Product, Fleet Technologies. Therefore, Kamil is no stranger to the design and development of massively-scaled platforms that handle sophisticated supply and demand fluctuations, and this experience will be invaluable in further building out Forto's market-leading supply chain offering. He previously held positions as Sr. Director of Product Management for Glassdoor, and Group Product Manager for Microsoft.

These new appointments perfectly complement the Forto leadership team currently led by Michael Wax (CEO), Erik Muttersbach (Co - Founder and CTO) and Dr Michael Ardelt (COO). In the second half of 2020, Forto had already strengthened its executive ranks with the addition of new appointments from the technology sector with significant experience in hyper-scaling business. Recent hires include Kenneth de Spiegeleire (Dropbox, Cisco and Vodafone) as CRO, Barzel Segal (Workday, Mindjet) as SVP of Engineering and Christopher North (Amazon, Shutterfly) as Strategic Advisor and Board Observer.

"The logistics and transport industry is still in the early days of digitization," explains Forto CEO Michael Wax. "There is massive potential for automation, which can in turn deliver more reliable, more transparent customer experiences. Our strategy continues to focus on bringing together our operational excellence in freight forwarding and our SaaS platform investments. Our expanded leadership team has the right combination of business, industry and technical expertise to help us realize this vision. "

The current market turbulence has revealed weaknesses in most companies' supply chains, with 73% encountering problems in their supplier base and a whopping 85% struggling with inefficient digital technologies. It shows how innovation can be challenging in a volatile market, which is why Forto has invested heavily in the development of its digital service offering and its expansion into Asia to help over 2,500 customers with their global shipments and their readiness to capitalize on future growth - despite the challenges posed by COVID-19, sea freight market volatility or most recently the Suez Canal blockade.



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## About Forto

*Forto was founded in 2016 as FreightHub by Erik Muttersbach and Michael Wax, with the aim of developing a digital forwarder for 21<sup>st</sup> century shippers. From its original focus on ocean shipping between Germany and Asia, it quickly grew into a supplier of comprehensive technological services. Their intuitive platform covers the entire process chain, from offer, booking, document administration, tracking and tracing to pro-active exemption processing and analysis of the supply chain. In four years, the Berlin company grew to over 500 employees with 11 offices and more than 2.500 customers around the world. Overall, the company raised USD 126 million since inception and changed its name to Forto in spring 2020.*