

Gerd's home; his customer's office!

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The new man driving Toll Global Forwarding's sales effort in the EME region is Gerd Kux, a 38-year veteran of freight forwarding and logistics. He took up his new post as Regional Director, Marketing and Sales on January 1st.

Gerd has an impressive list of jobs under his belt. He began his career as an apprentice at Kuehne & Nagel, earning a degree in freight forwarding. On returning to the company after national service, he spent time in Iran and Hong Kong. He went on to hold a variety of senior management posts at Hellmann, Calberson, Kuehne & Nagel (main board director), TNT (CEO Germany) and Panalpina (EVP Ocean, Germany). Most recently, he held the post of Global Director, Sales and Administration at Hellmann Worldwide Logistics, based in Hamburg.

Now at Toll Global Forwarding, Kux will manage the company's entire sales and marketing functions covering 44 branches in 12 countries. And his enthusiasm to get going is very apparent: "The potential for Toll Global Forwarding in the EME region is phenomenal. People think of us as big in Asia, Australia and the USA - but we are relatively low profile in the EME market right now. But that's understandable - Toll has only been in this market for a short time."

Gerd may be based with the EME senior management team in Zurich, but he doesn't expect to spend much time in the office. "My early priority is going out on the road and selling our services, playing to our strengths. PR and advertising are obviously important, but you also have to show your face. My home is my customer's office."

He says Toll will need to strengthen its sales force to do the job properly: in the UK there is a strong sales presence, but it's too thin in other areas – and there's a big job to do. "We can really steam up our exports from Europe and the Middle East to Australasia and Asia, because we have such a strong network and resource there - but we have to go out on the streets and tell customers about it more often."

Why did Gerd quit one of the highest profile jobs in the business, working with a well-established operator, to take on such a demanding role with a relative newcomer? "Toll is forwarding at its best. Being here takes me back to my roots. This is about building from a relatively low level by putting in all the skills and the effort, and watching it grow. It's an exciting new challenge and I'm really pleased to be part of it."

Gerd's family home remains in Hamburg, where his wife of 30 years and his two daughters (still in education) continue to live. Gerd will continue to travel a lot, as he has done all his working life, but he tries to spend weekends with his family, when he also finds a little time for his two other passions – golf and motorcycling.

Toll Global Forwarding's Regional MD, EME, Hakan Bicil, says: "We are delighted to welcome Gerd to our team. He brings with him a vast wealth of experience at senior management level in major organisations, which will be invaluable as we build up our presence among the world's largest exporters and importers."