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Asset Alliance Group hires Strategic Development Manager to steer decarbonisation plans

Experienced transport policy and public affairs specialist, Robert Gwynn, has been appointed as Strategic Development Manager at Asset Alliance Group.

Gwynn joins the commercial vehicle specialist to support its plans to increase the number of alternatively fuelled vehicles across its fleet, as part of the company's long-term commitment to serving customers' changing needs.

Joining from Volta Trucks, where he was Policy and Public Affairs Manager, Gwynn previously spent more than six years at Hermes in operational and public affairs roles.

"I'm really excited to be joining a forward-thinking company that is keenly aware of the importance greener fuels have in a more sustainable future for the transport sector," says Gwynn. "With financing one of the key challenges in the decarbonisation of transport, Asset Alliance Group has a huge part to play in facilitating operators' transition to a cleaner and greener future."

Bringing experience of policy analysis and lobbying campaigns in the transport industry, Gwynn will be responsible for developing strategy to transition Asset Alliance Group's vehicle fleet from diesel to renewable alternative fuels.

Willie Paterson, Chief Executive of Asset Alliance Group, says: "Rob joins us at a pivotal moment in the company's journey towards decarbonisation. By harnessing his expertise in environmental and sustainability issues, we will be better equipped to meet the changing needs of our customers."

One of Gwynn's immediate priorities is to bring fresh insights on alternative fuel technologies and government policy driving developments to advance the company's ambitions on the road map to decarbonisation.

"With this knowledge, and working closely with vehicle manufacturers, we can determine what type of assets we need to have on our books, ensuring we offer expert advice to our customers on how alternative fuels can fit in with their own sustainability plans," Gwynn adds.

Based in the Wolverhampton office, Gwynn will report to Asset Management Director, Marc Mellon.

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Note to editors:

Asset Alliance Group has redefined the way companies acquire transport and logistics vehicles and occupies a unique

position in the market, as it uses its own funds and significant buying power to supply multi-brand truck, trailer, bus and coach vehicles on any combination of contract hire, operating lease, finance lease or hire purchase. This flexibility, combined with a transparent and consultative approach, helps customers drive maximum efficiency from their fleets.

Asset Alliance Group also stands out for maintaining full control of residual risk through its retail arm, which protects customers from overly strict return conditions commonplace in the industry.

The Group operates across five UK sites and is headquartered in Wolverhampton.

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