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WHEELY-SAFE EXPANDS ITS TEAM WITH KEY APPOINTMENTS

Staffordshire-based technology firm Wheely-Safe has made four new appointments to its growing staff.

Ian Maynard has joined as Business Development Manager, Amrit Grewal comes on board as Senior Engineer, Chris McLaughlin joins as System Integration Specialist, while Zoe Lucas has been appointed Field Sales Group Leader.

Maynard has more than 25 years' experience in the commercial vehicle industry, including various sales, strategic and account management roles. His main objectives in his new position focus on developing a robust distribution network for Wheely-Safe's products in the HGV, OTR and Ports & Terminals markets, as well as continuing to secure sales growth across the business.

"It's great to work at a company with products that can deliver real benefits," he says. "Our technologies address important wheel safety issues and also allow fleets to reduce operating costs and vehicle downtime."

Grewal comes on board from his previous position as Electronics Engineer at Rolls Royce, working on aerospace technology and civil aviation. Reporting directly to Group Director Gary Broadfield, at Wheely-Safe he will be responsible for hardware and software development for new products, as well as general maintenance of the existing product range, plus managing the business' engineering department.

"This is more than just a job for me, it's a passion and I'm very pleased to be joining a growing company, manufacturing and designing products that make a genuine difference to the end users in terms of safety and efficiency," says Grewal.

As System Integration Specialist, McLaughlin will work closely with Grewal, managing Wheely-Safe's software development processes and the integration of all new systems into the business' existing infrastructures.

"It's an industry I know well, having worked in automotive engineering software for the majority of my career," he says. "The technologies we are developing and already have in place require strict safety standards. Part of my role will be ensuring we are always meeting those standards and putting together recommendations for any work that might need to be done."

Lucas joins as Field Sales Group Leader, looking after a team targeting smaller to mid-size fleets across the UK. Reporting to Sales Director Andy Congrave, she will be responsible for driving results for her team and providing any training and development tools they may require.

"We're having some real successes already and generating some great new leads for the business," says Lucas, who joins Wheely-Safe with almost a decade of experience in various sales roles. "There is a fantastic energy across the team, with a shared focus on improving road transport safety."

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Notes to editor:

Wheely-Safe Ltd is a technology start-up founded in 2010 by two lifelong friends – Gary Thomas, a Director of his own transport compliance consultancy, and Gary Broadfield, a Director of Technology and serial inventor for a large Japanese electronics manufacturer. Together they brought the marriage of skills required to help solve wheel loss issues in the automotive sector, and to tackle the huge number of vehicles driving every day on under-inflated tyres. The early years of Wheely-Safe concentrated on attaining worldwide patent protection and technology small enough to fit near the wheels of all vehicle types, from cars and vans to trucks and trailers – with its first products launched into the market during 2018. www.wheely-safe.com

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