



Member of the KUKA Group

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## News release

### **Swisslog Middle East welcomes new leadership and three new members to its team**

*Rapidly growing Swisslog Middle East LLC expands its senior leadership team*

**Dubai, UAE, 28<sup>th</sup> August, 2017 – The UAE location of intralogistics provider, Swisslog Warehouse & Distribution Solutions (WDS), welcomes the appointment of Alain Kaddoum as the company’s new General Manager as well as three new members to assist in bringing the robotic and data-driven intralogistics vision to life.**

The new leadership and growing team will play a critical role in supporting Swisslog’s continual growth strategy and in driving its leadership position in automated intralogistics solutions throughout the region.

Kaddoum will directly drive and support the sales and business teams, developing strategies to support uptake of the company’s robot and data driven intralogistics automation solutions for forward-thinking customers in the UAE. Having worked for Swisslog for more than two years, and in the engineering industry for almost a decade, Kaddoum brings a wealth of experience and industry expertise to his new role as General Manager.

*“Swisslog is a leading global company that is synonymous with creating effective innovative solutions. Our portfolio consists of various key technologies, such as robotics, ASRS, AGVs, shuttle systems, monorails, conveyors and software to help businesses innovate and maximize their intralogistics potential. Customers who have worked with Alain have been very responsive to his collaborative approach. His passion and deep understanding of the local market makes him the right person to lead Swisslog to the next stage of our growth. Since joining Swisslog, Alain Kaddoum has had the opportunity to work with some incredible customers and his nomination will expand our reach across the entire Middle East region,” commented Daniel Hauser, Managing Director Region Middle East & Central Europe, Swisslog WDS.*

Kaddoum replaces Frédéric Zielinski after almost four years of senior leadership at Swisslog Middle East LLC, who leaves Swisslog due to personal reasons. Moreover Kaddoum bolsters the company’s leadership welcoming three new members to its team.

Joining as Senior Project Manager, **John Sassine** is a qualified mechanical engineer with thirteen years of technical experience in the storage solution industries. His role at Swisslog will involve overseeing the Mai Dubai project, which will see Swisslog deliver a new automated raw and packing material warehouse, extend its production capability as well as build a high bay warehouse to store finished goods.

**Sri Aravindhan** holds both a Master's degree in Logistics and a Bachelor's degree in Mechanical Engineering. As the team's System Designer, Aravindhan will be working across all Swisslog Middle East sales projects for customers in the region.

Completing the team is **Yokesh Kumar Sundararaman**, who joins as PLC & Customer Service Engineer. With a Bachelor's degree in Electronics and a diploma in Mechatronics, Sundararaman will be involved in the realization of all projects in the region and he is responsible for ongoing maintenance of the existing sites.

*"I am extremely pleased to welcome John, Sri and Yokesh as integral parts of our team based in Dubai. Together with the rest of the team, the new additions can deliver a full service situated locally to new and existing clients, providing everything from consulting to design and customer service."*, comments Alain Kaddoum.

*Daniel Hauser continues: "The Middle East is an exciting market for Swisslog, and we believe there is vast potential to expand our specialized logistics services throughout the region. With the continued growing demand for data-driven intralogistics services, we permanently invest technology upgrades. Swisslog as a member of the German automation company KUKA is looking forward to continue to deliver the solution portfolio, which has an increasingly strong and established reputation in the region."*

In the near future, the Swisslog team will be in attendance at the [Materials Handling Middle East exhibition](#), taking place in Dubai between 11-13 September 2017. The show will see Swisslog welcoming visitors to their booth to explore the dynamic demo system with robotics technology as well as enjoy the Virtual Reality 3D warehouse animation with HTC Vive Goggles (where virtual reality will simulate a user's physical presence in that environment. To schedule a meeting with the Swisslog team, visitors can register via [www.swisslog.com/MaterialsHandling2017](http://www.swisslog.com/MaterialsHandling2017)

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## About Swisslog

Swisslog designs, develops, and delivers best-in-class automation for forward-thinking health systems, warehouses, and distribution centers. We offer integrated solutions from a single source – from consulting to design, implementation and lifetime customer service. Behind the company's success are 2,500 employees worldwide, supporting customers in more than 50 countries.

[www.swisslog.com/middle-east](http://www.swisslog.com/middle-east)

Swisslog is a member of the KUKA Group, a leading global supplier of intelligent automation solutions.

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