

PRESS RELEASE

DESIGNA appoints Sheldon James as new General Manager Australia

Continues to drive growth strategy forward

Kiel, Adelaide, 08/29/2019: By September 1st DESIGNA has appointed Sheldon James as General Manager of its Australian business and as Cluster Manager for the Australia Pacific region. Sheldon will concentrate on the company's successful market expansion and growth.

Sheldon James has many years of international experience in sales, marketing, IT and security in the parking industry. Born in Zimbabwe and raised in South Africa, he was founder and managing Director of Intellepark and Security (Pty) Ltd for more than ten years. He successfully merged his company into Servest, where Sheldon was Managing Director of the technology division for the last three and a half years, focusing on the growth of the parking industry in Southern Africa. Sheldon was responsible for the successful implementation of some of the largest global parking systems in the retail industry.



As GM of DESIGNA Australia, Sheldon James will further develop the business with regional sales teams around the country and explicit growth strategies. "Our goal is to strengthen our position in the parking industry and focus on our customer needs in all sectors", says Sheldon James. "I am honored to have joined DESIGNA, a company I have the utmost respect for and look forward to using my experience gained over the last 20 years in the parking industry to make a difference in these territories, using a "Globally Local" approach. I am passionate about customer service and using technology appropriately to ensure all key stakeholders obtain full benefit right throughout the value chain", he adds.

Robert Monsberger, Managing Director and Chief Sales Officer of DESIGNA, states: "We are proud to welcome Sheldon James to the DESIGNA team. DESIGNA Australia will benefit from his leadership to thrive our business sustainably and future-orientated."

About DESIGNA:

DESIGNA Australia is a subsidiary of DESIGNA Germany. The company's visionary standards have led to the development of innovative products and solutions for the parking management sector for more than 65 years.

For more information:

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