



HERE appoints Leon van de Pas to lead Asia-Pacific region

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Amsterdam – HERE Technologies, a global leader in mapping and location services, today announced the appointment of Leon van de Pas as Senior Vice President and General Manager, Asia-Pacific.

HERE targets significant long-term growth in the Asia-Pacific region, supported by increasing demand for advanced location technologies and the company's ongoing expansion into markets such as China and Japan. In this newly-established role, Mr. van de Pas's deep expertise, infectious passion and customer-centric approach will be critical in driving adoption of HERE location services across the region, in industries including transportation, on-demand services, logistics, industrial Internet of Things, insurance and consumer electronics. His focus will be on initiating, prioritizing and maintaining customer engagements and ensuring service delivery.

The appointment is part of a newly established organizational setup at HERE with a strong focus on regions. It is designed to guarantee an optimal management of customer relationships, meet increasingly sophisticated customer demands and drive value creation. HERE [recently appointed](#) Sandy Hogan and Stefan Hansen to lead, respectively, the Americas and Europe, Middle East, Africa and Russia regions.

"Asia-Pacific is a major growth engine for HERE Technologies as enterprises and cities across the region recognize what location intelligence can do for them," said Jeff White, Chief Customer Officer at HERE Technologies. "I'm thrilled that Leon will be leading our effort to enable the benefits of the Open Location Platform in some of the most exciting and dynamic markets in the world."

Mr. van de Pas, who will relocate from Amsterdam to Singapore for his new role, will for now continue to serve as SVP, Internet of Things on an interim basis.

A trained electrical engineer and economist, Mr. van de Pas joined HERE Technologies in 2014. His background spans medical, wireless, navigation, lighting and IoT services, and he has held leadership roles at Philips, Tele Atlas, and start-ups in the fields of mobile gaming and navigation. He holds degrees in Electrical Engineering and Economics from The Hague University.

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About HERE Technologies

HERE, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit <http://360.here.com> and www.here.com