

## **Astre is recruiting a new Business Development and Innovation Director**

**Benoit LENOIR joins the commercial entity of the Astre Group as Director of Commercial Development and Innovation.**

With 10 years of experience in the world of B2B/B2C transport, particularly E-Commerce, Benoit LENOIR is preparing to take on Astre's ambitious objectives:

*"On the one hand, we must consolidate our business relationships with all our customers while developing our Palet System offer. We will also have to diversify our customer typology by addressing our services (transport and logistics) to all sectors of activity both in France and in Europe.*

*And I will of course endeavour to position our grouping with new commercial targets in order to meet market expectations."*

For nearly 30 years, the leading group of transporters and logistics providers in France and Europe has been pursuing its development through visionary orientations and innovative projects.

On this part, the new Director of Commercial Development and Innovation also has challenges to take up: *"On the innovation part, we will position Astre on new perimeters, even new professions. We will talk about this again very soon."*

Benoit LENOIR and his sales team are at the service of customers and Astriens in order to develop their activities in a profitable way: "Our group is the leading group of transporters and logisticians in France and in Europe and we must further intensify our presence in these territories. We will soon celebrate our 30th anniversary and we must therefore capitalise on our expertise, our history and our know-how. Astre has a very good brand image, an excellent quality of service and maintains values that are dear to me: mutual aid, sharing, humanity and services."

### **ASTRE**

The ASTRE Group, a network of 162 solid and independent SMEs, which has become the leading European transport and logistics group, has revolutionised the world of cooperation in France and Europe in the transport and logistics sector. It is above all a story of men and women united around common values such as solidarity, mutual aid and quality of service. These values are the strength of the Group and allow customers to benefit from both the flexibility of SMEs and the power of a large group.

### **In figures**

162 members

3.3 billion turnover

More than 20,000 employees

More than 70,000 customers