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## ALD automotive | wheels global alliance reinforced with new appointment

ALD Automotive and Wheels are pleased to announce the appointment of Guillaume Bourst as Global Product Director at Wheels. Previously a business development manager for international key accounts at ALD Automotive, Guillaume will be responsible for further enhancing the innovative solutions offered by Wheels to its global clients.

In his new role, Guillaume will draw upon on his international experience and expertise in the fleet industry to help identify and pursue product development opportunities for Wheels. He will work closely with client account managers across the Global Alliance to help deliver an exceptional experience for Alliance clients.

Guillaume will be based in Chicago and report to Ahsan Rahim, Chief Operating Officer at Wheels.

"Guillaume brings a fresh perspective to the services we build and how we address the common challenges that the fleet industry is facing globally," said Dan Frank, President and CEO. "The addition of this product-focused global role further reinforces Wheels' commitment to our clients and strengthens the Global Alliance's capability to provide industry-leading services."

With extensive industry expertise, financial strength, comprehensive coverage and a shared commitment to service excellence, the Global Alliance represents the most complete, strategic and farthest-reaching global network in the industry across 55 countries worldwide.

"Our Global Alliance with Wheels enables us to leverage a strong, trusted partnership to serve the strategic needs of our international clients and their fleets worldwide," confirms Mike Masterson, CEO of ALD. "Guillaume's broad experience in the fleet industry and comprehensive understanding of clients' needs are a strong asset to Wheels and the Global Alliance."

### Biography

Guillaume Bourst began his career holding various roles in retail sales & marketing in France, China and Taiwan before joining ALD Automotive in 2006 when he was appointed Sales Manager in Beijing. He went on to become Business Development Manager in 2009 for International and Chinese accounts in Shanghai. In 2015, he returned to France to take on the role of new business development manager for international key accounts.

Guillaume holds a dual degree in international business management, specialized in Franco-Chinese relations, from the Reims Business School in France and the University of International Business and Economy in Beijing, China.

[\[Read the PR\]](#)

