

## **Maxeda appoints Wouter Haasloop Werner as CIO**

**Amsterdam, 29 April 2008. Maxeda has appointed Wouter Haasloop Werner (41) as Chief Information Officer (CIO) as of 1 May 2008. His main tasks will be to develop Maxeda and its formats to future IT-challenges. His focus will be on designing a strategic IT-architecture and managing the performance of the IT-systems. Haasloop Werner will report to Maxeda CFO Ronald van der Mark.**

Haasloop Werner has 15 years of Business and IT-experience. Most recently as CIO at Vitens, in which he was, among others, responsible for strategic IT-architecture, process redesign and performance management. He also played an important role in the implementation of the 2006 merger with Hydron. Before that, he worked at various companies in IT positions and in Merger & Acquisitions.

Wouter Haasloop Werner: "IT-developments increasingly play an important role in todays business environment. Maxeda understands the importance of mobilising knowledge and technology to improve its business and achieving great results, such as in e-commerce and business intelligence. I am happy that I get the opportunity to contribute to this."

**End press release**

**For more information, please contact**

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