

Richard Welland becomes WAI Chief Commercial Officer (Global) following PSH acquisition

Richard Welland has been promoted to the role of **Chief Commercial Officer (Global)** within WAI, following the company's acquisition of Pos Service Holland (PSH).

Reporting directly to WAI CEO Ryan Moul, Welland will guide the integration of PSH, aligning it with WAI's global operations, culture, and shared services.

Welland's leadership will drive synergies, create collaboration and spearhead WAI's global growth initiatives – particularly in South America, Central America, Africa, the Middle East and Asia-Pacific, expanding the company's presence and revenue across all business units.

Welland will also lead WAI growth in new market sectors, focusing on agricultural, industrial, power sports, outdoor power equipment, and marine markets.

With more than 35 years' experience in the automotive industry, Welland will continue heading up WAI supplier relationships, developing WAI's investments throughout the world.

Welland said: "WAI has continued to develop its position in the global automotive industry and I'm delighted to have played such an integral role in its growth. It's a very exciting time for WAI brand and the entire global team is dedicated to its growth and ensuring customers receive the best possible service and support for which to grow their business. WAI is the perfect partner to help achieve this."

WAI recently completed the purchase of Pos Service Holland (PSH) from Nordan Capital Partners. This acquisition further advances WAI's growth strategy and market leadership.

PSH, headquartered in the Netherlands, is a market leader in high-quality rotating electrical solutions across automotive, truck, agricultural, shipping, and industrial sectors throughout Europe.

To find out more about WAI visit: https://www.waiglobal.com/uk_en