
Managing Director Boris Blanche leaves IRU

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IRU's Managing Director, Boris Blanche, leaves IRU following his appointment as CEO of the Foundation for International Road Transport in Geneva.

Effective immediately, Mr Blanche's new mission will focus on strengthening the Foundation to increase its impact and visibility as a leading organisation driving innovation in the mobility and logistics sector.

He will reinforce the Foundation's charitable activities, finalise the restructuring of its subsidiaries and further help shape the transport and mobility model of the future and connect societies in a responsible and effective way.

Entrusted with this important mandate by the Foundation's Board, Mr Blanche has stepped down as IRU Managing Director in order to fully embrace his new responsibilities.

The change also allows the distinct roles and responsibilities of IRU and the Foundation to be clarified further.

IRU President Christian Labrot commented: "Boris' energy and leadership over the past seven years have been crucial in reforming IRU and making it significantly more transparent and accountable".

He added, "I and the entire IRU Presidential Executive are fully supportive of this new appointment, which will champion innovation within the grass roots of the industry, and we very much look forward to future collaboration with Boris at the helm of the Foundation."

IRU Secretary General Umberto de Pretto said, "With a huge passion for innovation in the road transport, mobility and logistics industry, Boris was instrumental in driving considerable progress within IRU over the past years and I wish him the very best in his new endeavour."