Shiftmove wins industry leader Taco van der Leij to Accelerate Expansion in France and Transform Fleet Management

Thursday 20 March, 2025

Berlin/Aix-en-Provence, 20.03.2025 – Shiftmove, the progressive player in the European fleet management market, appoints former Webfleet executive Taco van der Leij as Senior Vice President International. With 15 years of experience in the fleet industry—including leading Webfleet Europe for the past six years— Van der Leij brings deep expertise in scaling mobility operations. His move to Shiftmove signals a strategic shift in the industry—one that leaves behind the hardware complexities of traditional telematics and embraces a software- and AI-driven approach to fleet optimization. He follows Daniel Vassallucci, former CEO and founder of Optimum Automotive, which was acquired by Shiftmove in October 2024.

Leveraging Vehicle Data For a New Era of Fleet Management

“Existing solutions have many limitations leading to fleets not operating at their full potential,” says Taco van der Leij. Shiftmove is changing that, bringing the speed and intelligence of a tech-driven, AI-powered platform that seamlessly connects vehicle data and transforms the way fleets procure vehicles, manage costs and operate at scale.

“It’s a complete transformation—enabling smarter financial control, automated workflows, and real-time insights. I joined Shiftmove because I believe in its vision: a world where data supports every fleet owner, manager, and operator within a single, intelligent platform.”

Disrupting an Outdated Industry

France represents a critical market for Shiftmove’s expansion. With the acquisition of Optimum Automotive, a leading French fleet technology company with a strong client focus, Shiftmove is well-positioned to disrupt the industry with its powerful combination of innovative AI-powered fleet management software and real-time vehicle data in a time when cars are becoming computers.

“Authorities are increasingly enforcing regulations that add costs and complexity for fleet owners and managers. At Shiftmove, we simplify this reality, breaking industry norms and surpassing the value of traditional solutions,” says Francine Gervazio, Shiftmove Group CEO. “From small fleets of 10 vehicles to ultra-large fleets with over 10,000, we are the CRM for every fleet — replacing outdated processes and paperwork with seamless digital solutions.”

Consolidating European Fleet Management

Shiftmove’s vision is clear: to become Europe’s market leader in digital mobility solutions by 2027, optimizing the efficiency of over one million fleet vehicles. The company’s expansion into France is a critical step in this journey, leveraging Optimum Automotive’s local expertise and Shiftmove’s AI-driven fleet management solutions. Beyond France, Shiftmove aims for European consolidation in fleet management, ensuring localized expertise while maintaining a strong, continent-wide presence.

Driving Shiftmove’s European Growth Strategy

For Van der Leij, this transition is both a personal and strategic decision. “I have seen many promises in this industry that never fully materialized,” he reflects. “Traditional players evolve slowly, even as AI adoption accelerates. Shiftmove provides the opportunity to truly reshape fleet management with software and AI.”

With Shiftmove’s aggressive growth plans, Van der Leij steps into a role where he will have direct influence over strategy and execution in a fast-moving market. “This is a pivotal moment for fleet management in Europe,” says Francine Gervazio. “Taco will lead our expansion into France, driving Shiftmove’s European growth strategy and embracing a unique opportunity to shape the future of

Media:



Related Sectors:

Business & Finance :: Motoring ::

Related Keywords:

Mobility :: Taco Van Der Leij :: Fleet Management ::

Scan Me:

mobility operations.”

Press Contact Shiftmove:

Angela Zippelius

PR Lead

+49 (0)173 522 9813

angela.zippelius@shiftmove.com

Company Contact:

_

news aktuell

E. desk@newsaktuell.de
W. https://www.newsaktuell.de/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.newsaktuell.pressat.co.uk