

FOR IMMEDIATE RELEASE

## **The Alta Group Expands International Expertise - Steve Robinson Joins Alta's EMEA Team**

London – 17 July 2008



The Alta Group, the premier global asset finance consultancy, has appointed Steve Robinson as a Principal in its EMEA Region. Steve is a very experienced senior asset finance practitioner with a global mindset and a hands-on approach. He has 30 years' international experience and his particular strengths are in business management and development, including multi-country vendor programmes, and the establishment of new-start asset finance companies.

Steve will focus on numerous international opportunities in Europe and Asia adding to Alta's unrivalled expertise.

Steve has worked in senior management roles in a number of major asset finance companies including De Lage Landen, CIT Group and Svenska Finans International. His international management experience spans the UK, the US, the Netherlands and Asia and he has thrived in diverse new-start roles in Belgium, Poland, Spain and the UK.

Steve has managed and developed multi-country vendor programmes for manufacturers that include Dell, Philips Medical Systems and Xerox. He relished the challenges of leading dedicated teams and building customer relationships that resulted in increased sales and profitability for the parent.

Steve's last role was Managing Director, Asia Pacific for De Lage Landen where he was responsible for DLL's businesses in the region: Australia & New Zealand, China, Hong Kong, Japan, South Korea and Singapore.

Derek Soper, Chairman of Alta's EMEA Region, said: "We are delighted that Steve has joined us. His significant international experience and enthusiastic approach to business opportunities and challenges will deliver added value to our clients."

Alan Leesmith, Managing Principal of Alta's EMEA Region, added: "We have known Steve for many years and met with him on numerous occasions when in Asia. His knowledge of India and China will greatly enhance Alta's activities in these countries."

Steve Robinson enthused: "I am passionate about asset finance and the variety of industry issues and excited about joining Alta with its respected global capabilities. We have

identified various business opportunities and I look forward to playing an active role in helping clients implement their business strategies and achieve success.”

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## **ABOUT THE ALTA GROUP**

The Alta Group is a niche international consultancy of multi-skilled asset finance professionals with extensive hands-on experience running leasing companies and in all aspects of leasing. Alta’s EMEA Region is celebrating a decade of service in 2008. The Group provides a broad array of strategic consulting and advisory services, interim management, education and training programmes, M&A work and market intelligence services for clients across Europe, North America, Latin America, Australia, China and generally around the world. Alta’s clients include banks, independent lessors of various sizes, manufacturers, captives, vendors and others.

For more information, please visit [www.thealtagroup.eu.com](http://www.thealtagroup.eu.com)

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