

Blue Caterpillar appoints Leon Ashford as new Commercial Director for IMEA



Leon Ashford, Commercial Director for IMEA, Blue Caterpillar, LLC

[Blue Caterpillar, LLC](#) (Blue Caterpillar) has appointed Leon Ashford, Founder of Quench Solutions, to manage India, Middle East and Africa (IMEA) regions, effective from September 1, 2023. He will become the new Commercial Director for Blue Caterpillar in those territories.

Ashford's career journey includes a tenure as Managing Director at International Diplomatic Supplies, during which he achieved remarkable accomplishments that underscore his strategic prowess. His leadership was pivotal in delivering an increased focus on commercial opportunities and profitability for the group, demonstrating his ability to drive transformative change and deliver exceptional results.

During his time stationed in Dubai, Ashford cultivated a wealth of expertise in the India, Middle East, and Africa regions. His deep understanding of the intricacies of these diverse markets enabled him to foster strong relationships, navigate complex business landscapes, and drive sustainable growth. His strategic insights and ability to identify market opportunities are assets that will undoubtedly benefit Blue Caterpillar's expansion efforts.

"In light of Mr. Ashford's career accomplishments, strategic acumen, and deep-rooted expertise in the India, Middle East, and Africa regions, we are confident that he is the right leader to steer our growth in these markets," said Michael Gebrael, Co-Founder & CEO at Blue Caterpillar, LLC.

"We are delighted to work with Blue Caterpillar, LLC to grow the business in IMEA. The current brand portfolio is exciting and with new brands joining the fold, there is a great deal of opportunity to delight customers in the region. I personally I look forward to developing these brands," said Ashford.

In his new role, Ashford will spearhead strategic initiatives aimed at expanding Blue Caterpillar's market share and delivering unparalleled value to clients and partners across India, the Middle East, and Africa. His insights and experience will be instrumental in furthering the company's commitment to excellence and innovation.

To celebrate this announcement, Ashford will be available for meetings and discussions with industry peers, commercial partners, and brand stakeholders at Blue Caterpillar's stand (Green Village, Stand J53), TFWA Cannes in October.