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TomTom Appoints Kirvan Pierson to Head Business Development in China

Amsterdam, 2 October 2012 – TomTom has appointed Kirvan Pierson as Director of Business Development in China. Working with partners in the region, he will be responsible for leading the development of TomTom's business in China. Based in Shanghai, Kirvan will report to Alain De Taeye, Member of the TomTom Management Board.

Most recently, Kirvan led business development and strategic partner activities on behalf of NAVTEQ in China. Previously, as a consultant based in Beijing, he represented international software and systems businesses in Asia-Pacific. Prior to these roles he managed MapInfo's business in Greater China and Korea.

"Kirvan brings significant expertise and knowledge of the market in China to TomTom," said Alain De Taeye, Member of the TomTom Management Board. "With Kirvan on board and working together with our partners in the region, TomTom China is well positioned for future growth".