



# PRESS RELEASE

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## **New Sales & Marketing Executive for SEA**

SEA is pleased to announce the appointment of Natalia de Estevan-Ubeda, as the Sales and Marketing Executive for SEA's Intelligent Transport Systems (ITS) division. Natalia has 10 years' experience in European transport policy, standards and assessment of transport programmes and delivery in the fields of ITS in the international arena.

She has wide experience in working with the UK Government, the European Commission and international associations and partners. She has a track record in the coordination and delivery of transport strategies involving international partnerships and international policy. She has worked closely with EU transport officials and has delivered legislation and policy impact assessment.

Natalia's role at SEA will be focused on growing the ITS market presence for the company, a role that comprises business development from tendering, networking and targeted marketing activities.