

As Netherlands-based technology specialist Prime Vision continues its pioneering drive to bring new methodology, technology and innovative concepts to the logistics market, it's no surprise to see Dirk van Lammeren taking the role of commercial director. He has gained a reputation for being instrumental in shaping the way the industry reacted to the sudden emergence of the e-commerce market, and for being inspirational in laying down much of the technology strategy required to handle the subsequent massive growth in parcels.

Since 2017 van Lammeren has spent much of his time working with corporate startups, and it soon became clear to him that both emerging technologies and company growth were aspects he enjoyed and where he wanted to focus his attention in the future. So, when Eddy Thans, CEO of Prime Vision, approached him and proposed the idea of joining the company, van Lammeren considered it the perfect fit.

"It was the ideal opportunity for me, and a significant step in my career. It was the right role at the right time," van Lammeren says.

As the industry faces incredible rates of technological advance and an abundance possible solutions to any one problem, van Lammeren is keen to highlight where he feels Prime Vision is different: "With Prime Vision, and I think this is important, I see restraint. The company doesn't push the latest technology just because it exists. Prime Vision's niche is simply creating the best possible solution to a problem."

Previous experience Van Lammeren has built a reputation as a person who understands not just business and technology, but also the impact that these

rapidly developing successive technological waves had on traditional business models, such as the postal sector.

He worked with PTT Post (later TNT Post and now PostNL) on developing its e-commerce strategy, and after setting up a full-service e-commerce proposition he was approached by Australia Post, resulting in a move to Australia in 2011, where he was responsible for creating the strategy to respond to the e-commerce boom, through a transformative A\$1.1bn (US\$770m) eCommerce Program. He also led the creation of the MyPost digital platform and was head of the investment portfolio for the Australia Posts Logistics Accelerator.

Now that he's back on home ground, van Lammeren says he is relishing the prospect of working at Prime Vision, helping to realize the company's potential and further grow its brand, outreach and technological capabilities.

"Prime Vision has in recent years enjoyed massive growth, and it could be viewed as a scale-up company. The company has a solid foundation, but some of the growing pains are the same as startups. While it's essential to recognize what we are doing well and build on it, we also need to understand where we need to change. These are small changes, but the gains can be very large. We need to continue working closely with our customers at the decision-making level, but build on those strong relationships to capture, long term, their strategic plans and determine how we can best assist and influence along the way to get them there."

Customer input then needs to be shaped into feasible solutions that are bespoke to clients, but still enable Prime Vision's engineers to gain the knowledge and the know-how required to follow up and create

scalable products that can be turned into repetitive business.

Competitive marketplace The logistics market is evolving fast, and we are all aware that some of the larger technology companies are turning their sights to what they view as a lucrative untapped market with at present only a few players.

Van Lammeren is keen to address this concern: "Even the multinational logistics companies are beginning to feel overtaken by tech companies such as Amazon, which understand first-mile to last-mile fulfillment better than anyone. However, I believe Prime Vision is in the perfect position to work with logistics companies and providers to create the new and innovative technology necessary to compete and win in this arena".

While change is sometimes a necessity, it's worth noting that these are only slight adjustments in approach and direction, and van Lammeren is keen to highlight this. "It's too easy to walk into a new company and change things for change's sake," he says. "Prime Vision has an ethic that is integral to the business. In essence it's what defines us, enables us to stand out, and will undoubtedly be the key to our continued success. That can't change." ■

BEYOND INNOVATION

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