

ALPLA restructures leadership in Europe and Asia

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Packaging and recycling specialist ALPLA is restructuring its leadership in its two Western Europe (WEEU) and Asia-Pacific (APAC) regions. Roland Wallner (Managing Director APAC since 2021) will take over as Managing Director Western Europe (WEEU) on 1 April 2025. Ronald Tichelaar, General Manager of China until then, will succeed him as Managing Director of APAC at that time.

Roland Wallner will be the new Managing Director of Western Europe (WEEU) at ALPLA from 1 April 2025. With over 27 years of international management experience in Europe, the US, the Middle East and Asia, and 14 years at the company, he was most recently Managing Director of Asia-Pacific (APAC). During his successful time in Asia, driving significant top-and-bottom-line growth, Wallner built up and expanded the company's presence in several Asian countries and oversaw multiple major greenfield projects. He established the new technical centre for product development in Shanghai and introduced services such as the STUDIOa design centre and mould manufacturing. In recent years, Wallner successfully merged the former North-East Asia and South-East Asia regions into the new APAC region, based in Singapore.

The new Managing Director APAC is Ronald Tichelaar. Tichelaar has 14 years of international management experience at ALPLA, including as Head of Operations in North Asia and Plant Manager in Spain. As General Manager of China, he led six plants, the technical centre and STUDIOa in Shanghai, as well as the mould shop and Future Corner training centre. Despite the challenges posed by the pandemic, Tichelaar revitalised business growth, achieved first-class operational excellence and set benchmarks in quality and efficiency.