



International Leasing Company CHG-MERIDIAN Hires Simon Harrsen as New VP of Sales USA

Innovative leader in the financial sector with global experience will lead sales in the United States

WOODLAND HILLS, CA September 8, 2021. [CHG-MERIDIAN USA Corp.](#), the international expert for Efficient Technology Management, has appointed Simon Harrsen as the new Vice President of Sales, USA. Harrsen has a proven track record of success, first as an account executive where he led the CHG-MERIDIAN Mexico team in individual originations and more recently as VP of Sales where he stewarded a growth in lease origination from \$70 million to \$120 million in 2.5 years. Simon will be responsible for the overall performance of the US business and will lead the Sales team as well as Technical Sales, Service Management and Communications and Marketing for the United States.

“Simon is the dynamic leader that the US team needs. We conducted a very thorough search for the position, but as soon as Simon expressed interest, I knew we had the perfect person for the position,” said Wayne Fowkes, Sales Director for the Americas, CHG-MERIDIAN. “The focus and drive he has demonstrated to meet the unique needs of customers, especially large international corporations, has been the key to delivering sustainable growth to our Mexico subsidiary.”

“I look forward to CHG-MERIDIAN growing our business in the United States. This role is a gigantic opportunity to apply my experience in financial services and business operations to help our customers better manage their technology and benefit from CHG-MERIDIAN’s industry-leading expertise,” said Harrsen.

Harrsen grew up in Hamburg, Germany. He went to college at Lindenwood University (St. Charles, MO) and Sacred Heart University (Fairfield, CT), where he excelled as an All-Academic Student-Athlete in addition to being named Magna Cum Laude for his graduating class. Harrsen joined CHG-MERIDIAN in 2014 as an intern in the industrial equipment division. As part of CHG-MERIDIAN’s sales internship program, Harrsen was cross trained in all functions of the business, with a focus on global business development. Harrsen completed his training with a sales position in Mexico, where he quickly grew a portfolio of over 20 new international customers. For the last 3 years he has been the VP of Sales in Mexico where he was responsible for the overall performance of CHG-MERIDIAN Mexico, and instrumental in positioning them as the leading full-service leasing provider in the country.



The CHG-MERIDIAN Group

The CHG-MERIDIAN Group is one of the world's leading independent providers of technology management services to the IT, industrial, and healthcare sectors. With some 1,200 employees, the CHG-MERIDIAN Group offers its customers comprehensive support for their technology infrastructure – from consulting, financial, and operational services to used-equipment remarketing services through its two technology and service centers in Germany and Norway.

The CHG-MERIDIAN Group provides efficient technology management for large and medium-sized companies as well as public-sector administrations. It now serves more than 12,000 customers worldwide, managing technology investments worth a total of over €7.72 billion. The online-based TESMA® Technology and Service Management System provides more than 15,000 users with maximum transparency in technology management. The CHG-MERIDIAN Group has offices in 28 countries across the globe. Its headquarters are in Weingarten, Germany.

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