



**Ben Lakerveld**

**VRR, Aviation**

Ben Lakerveld is Sales Manager for VRR, a Dutch company that designs and manufactures customised unit load devices for challenging operations like for instance transport of horses.

Besides his responsibility of managing the sales department he is as well responsible for providing the key customers of VRR with the best possible commercial and technical services and support. Amongst those customers are multiple airlines, leasing companies and integrators that operate horse stables. Using the customers experience and implementing this in the container designs is key in this.

With his background as engineer, and technical study of Industrial Designer, he is able to combine the technical and ergonomics with the commercial side. This combination of skills ensures that safety, usability, and optimized handling are integrated in the products VRR offers, which is critical in the harsh environment its customers operate.