

## **P R E S S   R E L E A S E**

### **Oswald Werle, CEO**

- **Oswald Werle, founder and managing partner of inet-logistics GmbH**

---

Oswald Werle notably shapes the organisation, culture and success of inet-logistics as a human being and as manager. The business idea for the company which has well established itself at today's logistics market springs from his early vision to automate business processes across companies by means of intelligent software solutions. Werle, who holds a degree in Business Administration and a Master in Business Engineering, has further developed this vision during his studies at the University of St. Gallen and has already worked out in the course of his diploma thesis an implementation strategy which proves to be successful today.

After having finished his studies, Werle enhanced his experience in the logistics sector at the Gebrüder Weiss logistics group as CIO. He used the information technology as an efficient instrument for the effective structuring of business processes. Werle always knew how to put e-business applications and new technologies into the service of logistics operations.

During this time he concretised his business model for setting up an efficient software house which connects the various IT-worlds of the partners along the supply chain and thus bridges elemental gaps in the automation of business processes across companies on the basis of an intelligent software solution and with the help of a professional team. When Werle founded inet-logistics he was able to put his vi-

sions into action and after only a few years he can already count many leading companies amongst his content customers.

Werle's entrepreneurial success is not only a result of his ability to recognise market trends and act accordingly in line with demand. He also has good people skills and this makes him a constructive manager. As Werle was convinced of the effectiveness of the systematic approach from the beginning, he set a high value on a team in which individual personalities and approval for the services rendered by the team are respected and the team spirit is consistently driven on by the entire team. Werle firmly believes in the maxim "challenge and encourage the team". This dictum together with a clear direction towards achievements represents for him the key to the evolvement of all skills which make more out of the team than the sum of all individual team members.

Werle is a family man who cares much for his wife and his two children. Together with his wife he promotes the personality development of his children and he also takes an active part in the parental work at the Montessori school which his son attends. He finds his personal balance when working out: jogging for counterbalancing the job-related everyday life, sailing during summer, skiing during winter and mountain hiking, insofar as he finds some time for it. The fact that he practises these sports preferably in the mountains has a reason. Mountains are the place par excellence for Werle where he can gather new energy for his more than busy (working) days.

-/-

**Your contact partner:**

- Winifred Eble  
Marketing / Communication  
inet-logistics GmbH  
Holzriedstrasse 29, A-6961 Wolfurt  
Phone: +43 (0) 5574/ 806 - 1542  
Fax: +43 (0) 5574/ 806 - 1599  
E-Mail: winifred.eble@inet-logistics.com  
Internet: www.inet-logistics.com

**Your partner for public relations:**

- Ralf Wallbruch  
Managing Director  
g i w Gesellschaft für Informationen  
aus der und für die Wirtschaft m b H  
Holunderweg 84, 45133 Essen-Bredeney  
Phone: 0201/877 867 - 0, Fax: 0201/877 867 - 57  
E-Mail: rw@giw.de  
Internet: www.giw.de

Please send us a copy of your publication to the giw-address.