



Rand McNally Appoints Andreas Hecht to Lead Digital Division as Executive VP

Jan 22, 2009
Skokie, IL

Former NAVIGON president for the Americas to lead Rand McNally's connected digital products and services business

Rand McNally today announced the appointment of Andreas Hecht as executive vice president of digital products and services.

Hecht joins Rand McNally as the company sets its sights on becoming the world leader in trip and travel services by leveraging its expertise in mapping, navigation and travel to create the industry's most sophisticated online trip and travel planning services seamlessly connected across mobile and portable devices and the Internet.

"More than ever before, our growth opportunities and new partnerships will be in the area of digital products and services for the navigation, mapping, content and travel markets," said Andrzej Wrobel, President and Chief Executive Officer of Rand McNally. "With his experience and proven track record, Andreas is the right person to drive the development of additional digital technologies and ensure we realize our full potential in this growing arena."

Hecht's scope of responsibility includes implementing a connected strategy integrating mobile, portable GPS, and the company's online maps and directions service, featuring More Roads-Better Directions™ content with over a million more addresses than competitors, as well as the company's e-Commerce operations and Rand McNally's travel content licensing on consumer and commercial personal navigation devices (PNDs).

Before joining Rand McNally, Hecht served as president for the Americas at NAVIGON, Inc., one of the world's leading providers of navigation products and solutions. During his tenure at NAVIGON, Hecht was responsible for all operations in the U.S., Canada, Mexico and South America, as well as for NAVIGON's global automotive operations, developing line-fit navigation solutions with leading Tier-1 manufacturers for the car companies. Among his many accomplishments at NAVIGON, Hecht established the company as a consumer electronics brand, driving it to the number-four position in the fiercely competitive U.S. GPS category. Prior to NAVIGON, Hecht spent ten years at NAVTEQ, where he held senior executive roles throughout the U.S., Europe and Latin America. He was instrumental in building NAVTEQ's European program management and consulting division and helped develop the global technology business.

"Rand McNally is synonymous with mapping, navigation and travel, and leveraging its name recognition, brand reputation and growing momentum, we will take its content into new product categories and develop unique products for the consumer and B2B spaces," said Hecht. "I look forward to driving and building an exciting new era in the company's history."

About Rand McNally

From America's number-one-selling Road Atlas, [The Thomas Guide®](#), [FabMAP®](#) and [Goode's World Atlas](#) to [StreetFinder® Wireless](#) and [IntelliRoute®](#) trucking database, Rand McNally has been an industry leader in the mapping, routing, geographic reference and trip-planning tool marketplace for more than 150 years. With More Roads-Better Directions™, the Company's products are sold in more than 50,000 retail outlets and distributed to [98% of schools](#) across the U.S. Rand McNally is the premier resource for online travel planning as well as maps and directions. For more information, please visit www.RandMcNally.com, call 800-333-0136 or buy maps and travel gear online at <http://Store.RandMcNally.com>.

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