



As Chief Digital Officer, Hizmy Hassen leads the strategy and operations of Apollo Tyres' digital journey. Along with this, he develops and executes the future architecture roadmap and evolution of the IT delivery model.

Hizmy's last assignment was with Coats PLC, prior to which, he was with Unilever. In his last role, Hassen was globally responsible for Digital and Technology within Coats Group PLC. He is credited with transforming the Global Technology function at Coats, implementing a cloud strategy as well as other modern technologies to underpin digital transformation. He has pioneered digital solutions achieving very high adoption levels, leading to a total transformation of the Coats' go-to-market strategy. He led the digitalization of Coats' customer facing interactions which laid the solid foundation for their sales growth and increased productivity.

Hassen drove the set-up of 'Factory 4.0' and with his extensive experience in supply chain management, he created a fully integrated global supply chain with SAP, as well as advanced supply chain management systems, helping reduce the net working capital and supply chain cost base, at the same time improving upon the customer service levels.

Having joined Apollo Tyres recently, Hizmy has 30+ years of rich experience having worked across areas of Supply Chain, Information Technology and Digital Enablement.

Hassen holds a bachelor's degree in Electrical and Electronics Engineering from the University of Leeds, UK.

In his spare time, he likes playing golf, keeping fit, spending time with family and friends, and even enjoys watching the English Premier League.

#### **About Apollo Tyres Ltd**

Apollo Tyres Ltd is a high-performance tyre manufacturer headquartered in India. It is built around the core principles of creating stakeholder value through reliability in its products and dependability in its relationships. The company has manufacturing units in India, the Netherlands and Hungary. India and Europe are the company's two domestic markets from where products are exported to over 100 countries. In each of the domestic markets the company operates through a vast network of branded, exclusive and multi-product outlets. The company manufactures and sells Apollo and Vredestein brand of tyres.

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