

→ types and numbers to work any wastage out of the system and having fewer partners to work with on that will be another bonus, says Magud. "It will obviously be much easier to work with just two suppliers, rather than more."

Magud says he's confident the new two-supplier arrangement will now stretch far into the future. "It's wholly our spirit to be in this for the long term. We view this very much as a long-term strategic partnership," he says. "We now have what we consider a market-leading solution... and we feel we'll be entrenched together with these suppliers for a very long time."

## Who is Ceva Logistics?

Ceva Logistics is a global third party logistics firm created when TNT Logistics was sold by the TNT group in autumn 2006 to affiliates of Houston-based investment firm, Apollo Management. TNT Logistics was subsequently rebranded Ceva Logistics in December 2006.

With headquarters in Hoofddorp, The Netherlands, Ceva Logistics operates in 26 countries of the world across Europe, America and Asia and employs around 38,000 people. It currently runs 567 warehouses with a combined space of some 7.4m sq m and generated revenues of €3.5bn in fiscal 2006.

In August 2007, the Ceva Group took over Houston-based EGL. EGL, trading as Eagle Global Logistics, was already a leading global transport, supply chain management and information services company with revenues in 2006 of \$3.2bn and services including air and ocean freight forwarding, customs brokerage, local pickup and delivery services, materials management, warehousing, trade facilitation and procurement, and integrated logistics and supply chain management.

The combined group is now the fourth largest supply chain company in the world.



## Igor Magud Flying high



Ceva Logistics procurement specialist **Igor Magud** has swapped a life in flying for a life flying in logistics instead.

**eureka** asks him why...

**C**eva Logistics procurement specialist Igor Magud isn't exactly your average logistics professional. Born in Croatia and brought up largely in New Zealand, Igor first trained to be a pilot and spent a number of years working for Air New Zealand domestically, and prior to that as a flying instructor, before eventually finding his way into the logistics field half a world away in the United Kingdom.

So how exactly did such a radical switch in career and location come about?

"It was a strange set of circumstances, really," says Magud. "As the holder of a New Zealand passport, you're automatically eligible to spend a two-year working holiday in the UK if you're under 28 years old. So just before that, I thought I'd better do it. I knew if I didn't do it then, I'd never get around to it. So I gave up the flying and left New Zealand with a backpack to come to Europe for a couple of years, instead. People thought I was quite mad..."

Magud found he liked the UK and decided to settle down in the country. Thinking he'd

get back into aviation, he then began the time-consuming and expensive process of converting his New Zealand pilot's licence into one that would be acceptable in the UK aviation sector. But his plans were ultimately doomed.

"Unfortunately, I finished the process about a month after the 9/11 terrorist attacks in the US, which brought things to an abrupt halt as thousands of people were suddenly laid off in the aviation industry worldwide," he explains.

Magud considered a return to the aviation sector in New Zealand but decided instead to cast about for another way of earning a living in order to stay in the UK. After taking on some odd jobs for a while – including a spell as a meat inspector in an abattoir – he eventually found his way into TNT, working his way into TNT Logistics which has since become Ceva Logistics.

"It was purely coincidental," he says. "I'd love to say I'd always had a burning desire to work in logistics but the truth is, that's just where the opportunity was at that time. I got a break in the procurement department right away and I haven't looked back since."

**"Unfortunately, I finished the process about a month after the 9/11 terrorist attacks in the US, which brought things to an abrupt halt as thousands of people were suddenly laid off in the aviation industry worldwide."**

Magud has played a pivotal role in Ceva's latest materials handling procurement process (see page 12) but working in procurement at Ceva hasn't just involved specifying materials handling equipment of course – in his time, Magud has been responsible for buying everything from washroom supplies to computers. It's a busy job and can be very challenging, he reveals. "Often, to implement the savings management are looking for in the procurement process you have to implement change across the business – and that's never easy, even with a great team of people like ours, especially when you're doing it on a global scale," he says.

Now 38, married with a two-year old daughter and absolutely committed to remaining in London, Magud has risen steadily up the procurement management ladder at the company and has no intentions of switching career again. "I'm very happy with the way things have gone for me here at Ceva Logistics and I'd like it to continue. It's a great company to work for," he says.

Doesn't he miss the flying, though? "You'd

## Igor Magud in brief

### ■ What's the biggest challenge in your current job?

Trying to align all the wishes and requirements of everyone concerned in the procurement process.

### ■ What's been your greatest achievement, professionally?

Moving onwards and upwards within the company. Each job I've held has been an escalation on the last and I'm proud of what I've achieved here.

### ■ And privately?

Learning to play rock guitar like Joe Satriani – and then doing so through a disproportionately large amplifier!

### ■ Tell us something surprising about yourself.

Despite my former life as a pilot, I'm afraid of heights.

### ■ What aspirations do you have left to fulfil?

I've thought about delving into property investment abroad. Sadly, London house prices being what they are, I can't really afford to, yet...

### ■ What's the most important thing in life?

Family and friends, definitely.

### ■ If you could change one thing about the world, what would it be?

I don't want to sound like a beauty contest entrant here – but stopping all the ridiculous in-fighting in the world.

### ■ What's the one piece of advice you'd give someone about life?

Just go for it – do what you want to do.

### ■ If you could meet a famous or historical figure, who would it be?

Guitar legend Jimmy Hendrix. I'd like to get a few playing tips off him!

think so, but ironically I haven't done a single hour since I qualified over here," he says. "The expense of doing it was huge and it all left a bit of a bad taste in my mouth. The interest just isn't there any more... Besides, the airline industry isn't the industry people think it is. People always think it's an enormous-paying job and maybe it is on long-haul, wide-bodied jets. But elsewhere, it's not – the budget airlines in particular have capitalised on the dire employment scene in the market since 9/11."

**"Despite my former life as a pilot, I'm afraid of heights."**

When he's not working, Magud and his New Zealand-born wife enjoy skiing, travelling and socialising and he is also an avid electric guitar player, it emerges. "I've played for about 20 years now. I'm a huge fan of US rock guitarist Joe Satriani. My spare room's a bit of a homage to him, I have to confess, and I've seen him play several times. My own playing is a bit more modest – I can cover one or two of his instrumentals, but most of the really tricky stuff is still out of my league!" ■

## Tell us about yourself!

**eureka** will be running more articles like this one in future issues about the personalities behind Cat Lift Truck users. If you'd like to be considered, please send an email with a brief summary of your professional and personal achievements to: [comment@eurekapub.eu](mailto:comment@eurekapub.eu)