



Idealease, Inc.
430 N Rand Road
North Barrington, IL 60010
(847) 304-6000
www.idealease.com

CONTACT:
Lance Bertram
Sr. VP; Sales, Marketing & Distribution
(847) 304-3165
lancebertram@idealease.com

Rob Baran Joins Idealease, Inc. as Area Vice President, National Accounts

North Barrington, IL—December 5, 2018—Idealease, Inc., North America’s premier full-service commercial truck leasing, rental and maintenance company, is pleased to announce that Rob Baran has joined the company as Area Vice President, National Accounts. Rob is responsible for National Account customers headquartered in the Northeast region including: Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, eastern Pennsylvania, Rhode Island, and Vermont.

A transportation and commercial trucking industry professional with 29 years of experience, Rob most recently served as a Regional Sales Director for the Northeast region at Navistar. Rob has former full-service lease experience with Ryder and Rollins and he has worked in the dealership side of the business with Hunter Truck Sales & Service where he was responsible for all dealership and leasing operations in New Jersey.

“I literally grew up in this market and I’ve worked here my entire career so I understand the terrain, climate, and most importantly the needs of customers in this area,” Rob explains. “My top priority is making sure we are providing real solutions and value for our customers, so we can help them grow their business. Idealease offers private fleets a level of service, expertise, and responsiveness that our competitors cannot duplicate. Our 430+ affiliate locations are International® Truck dealers so they know the trucks and have access to all the tools, training, and parts to provide an unmatched customer experience and outstanding vehicle uptime.”



“Rob has deep knowledge of the commercial truck lease and rental industry and long-term relationships with International Truck dealers and their customers in the Northeast region of the United States,” said Doug Gosnell, Vice President, National Sales. “We are pleased to have Rob join our National Accounts team.”

Rob holds a B.S in marketing from West Chester University and an MBA from Rutgers Business School where he graduated *Magna Cum Laude*. Rob has served as an Advisory Board Member for the Rutgers Business School.

Rob resides in Lumberton, NJ with his wife Maria and their two daughters.

About Idealease, Inc.

For companies across North America, Idealease offers a safe, cost-effective and efficient alternative to commercial truck ownership through our comprehensive truck leasing, truck rental and dedicated maintenance solutions. Idealease is the leader in comprehensive safety and compliance seminars for private fleets. We are the industry experts at seamlessly transitioning businesses from truck ownership to full service leasing. Idealease is a fully integrated transportation solutions provider that delivers expertise, responsiveness and stability to the truck transportation industry. The Idealease distribution network is affiliated with International® Truck dealerships in more than 430 community-based locations. We support a fleet of more than 45,000 trucks, tractors and trailers with the most proficient, manufacturer-certified technicians, a vast parts inventory and the latest diagnostic equipment. Idealease employs the most seasoned and tenured truck leasing and rental professionals who have the expertise to create transportation solutions that can help reduce the

risk and costs associated with commercial truck operations and fleet management. Additional information is available at www.ideallease.com.