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Carolyn Edwards, founder of Women in Fleet Management, to speak at AfMA

Alpharetta, Ga. (05/16/2019) – Carolyn Edwards, senior vice president, client success at LeasePlan USA will speak at the 2019 Australasian Fleet Conference & Exhibition in Melbourne, Australia on May 22-24, 2019. She will present two of the program’s key sessions; The Changing Face of Fleet Management and Women in Fleet Management.

Women in Fleet Management (WIFM), the initiative that she founded back in 2012, now has a reach of over 1,700 fleet professionals via its associated AFLA membership, LinkedIn discussion groups and industry receptions. WIFM offers a number of programs, including periodic webinars focused on personal and professional development topics, a dedicated speaker session held in conjunction with the AFLA Annual Corporate Fleet Conference and a year-round mentorship program.

“I’m very much looking forward to presenting at AfMA and I’m excited to introduce Women in Fleet Management to our counterparts in the Australasian fleet industry,” said Edwards. “Starting WIFM is definitely something I consider one of my greatest accomplishments and I’m grateful for the opportunity to further increase our diversity and strength as an organization.”

An industry veteran of more than 28 years, Edwards has helped deliver millions of dollars in cost savings to clients through her consultative approach. Originally from an OEM background, she is today widely regarded and appreciated as a fleet industry authority and is perfectly placed to provide expert insights and analysis. Edwards continued, “WIFM has gone from strength to strength since its inception, and I’m proud to have been a part of that journey. It has given me both the opportunity to create something valuable and to one day leave behind a lasting legacy that I know future leaders will build on.”

To find out more about Women in Fleet Management please [click here](#).

To find out more about AfMA please [click here](#).

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