



PRESS RELEASE

Aptella announces new CEO

Aptella's board of directors has appointed Greg Macklin as the company's incoming CEO, effective 1st April 2025. Greg will take over from Martin Nix, who has successfully led the company for 15 years and will be transitioning to a non-executive director position on the board.

Aptella provides leading automation and positioning technology to customers in the civil construction, mining, building, and geospatial sectors. The company employs more than 400 people throughout Australia, New Zealand, Southeast Asia and is majority owned by international trading organisation, Mitsui & Co.

Greg's appointment follows a rigorous recruitment process that attracted high calibre candidates from around the world. "We were fortunate to have a choice of very talented and experienced people show interest in this role," said Ian Petherbridge, Chairman of Aptella.

"After careful consideration, the board was unanimous in its support of Greg as the best candidate to lead the business," he added. "His leadership acumen, customer-centric approach, and strong rapport with Aptella's executive team and employees make him the ideal fit to continue Aptella's growth and deliver its strategy."

Greg will transition from his current role as Chief Operating Officer, having worked in the business for more than 10 years with extensive experience across sales, business management and executive leadership.

"I have every confidence in Greg to take the baton from me and lead Aptella through its next phase of growth," said Martin Nix, Aptella's current CEO. "His care for, and knowledge of, our team and our customers runs deep and I look forward to seeing him succeed with the full support of his executive team and our board."

Martin Nix joined Aptella (then Position Partners) in 2010 when it had newly formed as a national company. As the first CEO, he has led the business through many transformational milestones including expansion into Southeast Asia and New Zealand; diversifying into new markets and technology through partnerships and acquisitions; the transition to Mitsui as majority shareholder; and, most recently, the rebrand to Aptella.

Commenting on his appointment, Greg said: "It is a great honour to lead this business and its people, who I've had the privilege to work with over many years. My congratulations to Martin for how he has shaped Aptella into the company it is today. I am committed to its ongoing success and support of our customers into this next chapter."

About Aptella

At Aptella, we are innovative thinkers ready to collaborate with our customers and enable them with automation and positioning technology that provides real value. As a team of diverse specialists, we work together to provide advanced solutions that enable real efficiencies for business. We are solutions-led and customer-focused, understanding our customer's business first, ready to solve their needs with the right innovative positioning technology.

We advise our customers on the best solution for their project, enable them with the right technology products and systems, and support them as their long-term partner. Our team of more than 400 employees is tapped into the latest innovations from around the world, which we source, tailor and deploy to meet the local needs of our customers throughout Australia, New Zealand and Southeast Asia.

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