

Kaelis announces key leadership appointments



(From Left to right) Charlene Heitz, Regional Director for EMA (Southern Europe & Africa) & Rail; Cato Rabines, Chief Commercial Officer; and Inés Serra, Regional Director for EMA (Southern Europe & Africa) & Rail

[Kaelis](#) has several key changes to its organizational structure, effective immediately. The company welcomes Cato Rabines as the new Chief Commercial Officer. Rabines brings a wealth of global experience in senior commercial roles across logistics, printing, packaging and aviation, having held leadership positions at gategroup and LSG. He joins Kaelis to lead the commercial strategy, drive growth and further strengthen its global presence.

Joining Rabines's commercial leadership team are Charlene Heitz and Inés Serra, who have both been promoted to Regional Sales Director roles, leading APAC and EMA & Rail respectively.

Heitz, now Regional Director and Resident Officer of Kaelis China, has been a key contributor to Kaelis' expansion across Asia since joining in 2022. In her role, she has strengthened government relations, corporate administration, and compliance, reinforcing Kaelis' position in the region. Her promotion reflects her strong track record, deep regional expertise, and comprehensive understanding of Kaelis' operations. Heitz brings a dynamic international perspective to her role.

Serra has been appointed Regional Director for EMA (Southern Europe & Africa) & Rail, following her impactful contributions since joining Kaelis in 2023. She quickly emerged as a rising talent within the company, contributing to several key projects with strong results. Her promotion underscores Kaelis' long-term strategic commitment to the African continent and positions her to lead our commercial efforts and partnerships in this fast-evolving region.

These leadership appointments and transitions reflect Kaelis' culture of nurturing internal talent while bringing in new perspectives to support our evolving global strategy. With this renewed team, we are positioned to accelerate innovation, deepen regional engagement, and continue delivering outstanding value to our partners and clients worldwide.

"We have long been committed to developing talent within Kaelis for a long time, as reflected by the many professionals who have grown across our organisation and the wider industry. These changes reinforce our ongoing commitment to growth and innovation, combining fresh perspectives with strong global experience to deliver the highest level of value to our customers worldwide," said Renival Oliveira, CEO of Kaelis. "I am excited to see the continued development of our team and the calibre of leadership we are building across regions and functions. This new structure will further strengthen our ability to lead in the onboard services industry."