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# Biography Trainer

## **Stefan Baguette, Group Market Analyst, Alexander Dennis Limited, UK**



Stefan Baguette is Group Market Analyst at Alexander Dennis Limited. Based in Scotland, he focuses on the analysis of market and competitive data and trends for planning, forecasting and new product development.

Stefan joined Alexander Dennis in May 2016 from Solaris Bus & Coach, where he had worked since 2007, initially in public relations before building up a dedicated market analysis unit. Electric buses are a particular area of his expertise and he has closely observed technological developments, market trends and policy frameworks across all of Europe and beyond for many years.

Stefan holds a degree from the University of Tübingen and also spent a year at Leeds University.