

## Generix Group appoints Philippe Seguin Head of the France Business Unit

Generix Group, a global provider of SaaS Software designed to accelerate today's collaborative supply chains, announces the appointment of **Philippe Seguin** as **General Manager of the France Business Unit**. His priority: to accelerate Generix Group's development on the French market and support its customers in the adoption and deployment of solutions.

**Philippe Seguin has been putting his business and technological skills at the service of major French and international companies for 25 years.**



Philippe Seguin is a graduate of the École Supérieure des Techniques Aéronautiques et de Construction Automobile, holds a master's degree in aeronautical science and engineering and a master's degree in international project management.

He began his career at ArianeSpace as a Mechanical and Fluid Engineer, before joining the Paris Chamber of Commerce and Industry in 1995. For 3 years, he managed international projects for the Education Department of the Chamber in South Africa, Indian

Ocean and Latin America. He then became Director of the ERP Integration Department of Transiciel-Sogeti (Capgemini Group), in charge of a Business Unit of 120 people.

Since joining Generix Group in 2004 as Director of Consulting and Services, Philippe Seguin has responded to numerous challenges. In particular, he has been at the helm of the company's SaaS turnaround. Initially hired to make the most of his experience of integration projects for large IT services companies, the SaaS wave led him to integrate day-to-day support and customer follow-up functions into his missions. He consolidates within his organisation the after-sales and support functions (24/7) and also integrates R&D activities.

**After 15 years with Generix Group, Philippe Seguin is continuing to evolve and takes up the position of France General Manager in April 2020. The creation of a France entity within the Group will enable the company to structure its activities even better in France, where the headquarters of this internationally renowned company is located, and to closely monitor its objectives for growth in turnover and market share, with a multidisciplinary team of supply chain experts.**

*« When we created the French entity, offering Philippe the position was an obvious choice. His knowledge of the company and our ecosystem, as well as his vision of the developments to be made in our market, are essential to assert our leadership in the French market »,* says Aïda Collette-Sène, CEO of Generix Group.

*« I am delighted to continue my development within Generix Group, and very honoured by this proof of confidence. This is a great opportunity and I am excited to be able to use my experience and energy to develop this new Business Unit. This customer centric challenge will undoubtedly boost the Group's growth in the French market. Our objectives: to strengthen our presence, our commitments and to build loyalty among our customers, but also among our teams »* adds Philippe Seguin, General Manager of Generix Group in France.

## About Generix Group

Generix Group is an expert in the Collaborative Supply Chain with presence in 60 countries thanks to its subsidiaries and network of partners. More than 6,000 companies around the world use its SaaS solutions. The group's 550 employees provide daily assistance to clients such as Carrefour, Danone, FM Logistic, Fnac-Darty, Essilor, Ferrero and Geodis in the digital transformation of their Supply Chains. Its collaborative platform, Generix Supply Chain Hub, helps companies keep their promises to their customers. It connects companies to all their partners so together they can operate physical flows, digitize information flows, and collaboratively manage processes in real time. Generix Supply Chain Hub is intended for all actors in the supply chain: manufacturers, logistic service providers (3PL/4PL), and distributors. Founded in 1990 in France, the company is listed on the Eurolist market of the Euronext Paris stock exchange, compartment C (ISIN: FR0004032795). To find out more : [www.generixgroup.com](http://www.generixgroup.com)

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