



Press Release
September 19, 2023

Generix Group continues its transformation and confirms its ambitions for international expansion, with the appointment of Raphaël Sanchez to the Executive Committee as Chief Revenue Officer.

Raphaël Sanchez joins Generix Group, a leading SaaS vendor specializing in Collaborative Supply Chain solutions, as Chief Revenue Officer. As a member of the Executive Committee, Raphaël's mission is to rethink the group's go-to-market strategy and strongly accelerate its international growth, as part of its Boost Together 2028 strategic plan, with the ambition of making Generix Group a world leader in the digitization of the Supply Chain.

Generix Group transforms itself and asserts its ambitions as a leading software vendor. Raphaël Sanchez's ambition? Accompany the group in accelerating its transformation and international development in order to be, by 2028, one of the centaurs of the Supply Chain. This ambition is underpinned by significant investment in R&D around Data and AI, continued external growth, the generalization of the SaaS model and the implementation of an assertive partner strategy in a context of hyper-growth. As Chief Revenue Officer, Raphaël Sanchez will implement this new strategy, combining short-term performance with ongoing transformation over the next five years.

The Group's international expansion is also at the heart of Raphaël Sanchez's missions, in order to better respond to the local challenges of its customers, be they functional or regulatory. The software vendor will continue its international deployment, whether through its strategy of targeted acquisitions or via its integrator partners. Eventually, Generix Group aims to balance its geographical presence worldwide between North America and Europe.

"I am very pleased to join Generix Group's Executive Committee as Chief Revenue Officer and to have the opportunity to actively contribute to the deployment of the Boost Together 2028 strategic plan. Through this plan, our ambition is to make Generix Group a world leader in the "360" Supply Chain, i.e. to strengthen and optimize relations between suppliers and customers, via the end-to-end management of all their flows; whether physical, via the supply of goods from production to delivery, or logical, via the integration of financial systems, from order to payment. We are committed to proposing responsible, innovative solutions that not only meet our customers' needs for performance and competitiveness, but also address the major challenges of our century, such as reducing our customers' carbon footprint, emancipating the circular economy, and reducing the arduousness of the day-to-day work of our customers' logistics operators.

As for international expansion, it's inherent to our strategy, since every day we connect suppliers, customers and consumers across the globe. Our goal is clear: to become one of the world leaders in Supply Chain "360" by 2028. I look forward to this exciting challenge, and to working hand-in-hand with our customers and partners to shape the future of the supply chain." explains **Raphaël Sanchez**.

Raphaël held a number of positions at IBM France in the Data and BI field, culminating in his appointment as Director of Sales for IBM Software Group France. He then moved on to IBM's Services division, where he combined sales and delivery to manage IBM Global Technology Infrastructure Services France, in the wake of the acceleration of SaaS and the Cloud. In 2020, Raphaël will lead the demerger of the services business in France with the creation of Kyndryl. He holds an International Master's Degree in Management from Skema Business School.

About Generix Group

Generix Group is a leading SaaS vendor specializing in Collaborative Supply Chain solutions that enable the seamless exchange of goods and data across the globe between suppliers and customers, all while responsibly managing their flows. Its platform of innovative digital services optimizes the management of physical flows, by coordinating the entire supply process, from production to delivery, thanks to its WMS, TMS, RMS and VMI solutions; as well as logical and financial flows, by integrating the systems of all players in the chain, from order to payment, with its e-invoicing, e-reporting, EDI, P2P and O2C solutions. Generix Group creates a distinctive ecosystem designed to cater to its customers, ensuring top-notch performance and sustainability, connecting all global players in retail, industry and services, and fostering the transition toward greater digitalization and energy efficiency. With nearly 850 dedicated employees, Generix Group provides day-to-day support to over 4,500 companies across more than 60 countries, processes over 500 million invoices, handle more than 40 million order lines each month, and manage 8 million EDI messages daily. Our clientele includes Danone, FM Logistic, Fnac-Darty, Essilor, and Ferrero.

Press contact

Hélène Boulanger – hboulanger.externe@generixgroup.com – 06.88.79.31.67