



Press Release
March 13, 2024

Si-Mohamed Saïd appointed Chief Marketing Officer and member of Generix Group Executive Committee

Si-Mohamed Saïd joins Generix Group, leading SaaS vendor, as Chief Marketing Officer to strengthen the go-to-market and accelerate its global expansion.

In a market energized by the AI revolution, Generix Group aims to solidify its position as a leading global player in the cloud market (SaaS). The company's goal is to empower businesses of all sizes to digitize supply chain and finance processes, as well as to connect customers and suppliers, placing data at the core of flow management. The company has therefore initiated a major transformation to accelerate its growth and innovation in the cloud.

"Generix Group is going through a critical transformation. I'm excited to contribute to that new journey and impatient to show our customers the unique value of our cloud portfolio (SaaS) powered by AI."
said **Si-Mohamed Saïd**.

Si-Mohamed joins the group to drive marketing and communications and support the company's SaaS ambition on a global scale. He has a broad international experience in the business software industry. He joins after spending nearly 20 years at SAP where he led marketing for the entire ERP portfolio of products as well as for key lines of business (e.g. finance) and industry applications. He has been successfully driving multiple global transformations and product launches - from strategy to execution.

He has also been leading the SaaS marketing and digital team of the ECEMEA region at Oracle.

He holds a bachelor's degree in computer science from Université Paris-Sud and a Master of Science in Supply Chain Management from ICN Business School. He completed his initial education with a marketing specialization from HEC in Digital Marketing, Marketing Strategy, Planning & Execution, as well as in Marketing Strategy at ESCP.