



Generix Group | Laurence Dugué named Alliances & Channel Director

Paris, 6 May 2015 - **With 25 years' experience in international business and partnership development in the software industry, Laurence Dugué is taking over at the helm of the Alliances & Channel Department at Generix Group, a vendor of application solutions for manufacturing, logistics and retail ecosystems.**



Laurence Dugué started her career as a Business Engineer at **IBM**. Then at **Oracle** she joined the Alliances team and held down the function of Partners Business Engineer. Laurence then joined **SAP** as Partnerships Director for France and North Africa after managing **Ariba's** strategic partners in Europe. In late 2004, she founded **A2Partner**, the first consultancy firm specialised in Alliances, Channel and Business Development.

Laurence has a postgraduate degree in International Law and a Business Engineer qualification. She has Strategic Alliance certification from Insead.

She founded and now chairs **ADALEC, the National Association of Partnership Directors** and is chairwoman of AFDEL's Ecosystem and Partnerships Committee. She lectures in

Indirect Sales at the University of Montpellier.

*"Generix Group is a leader in the digital transformation of Commerce. In this context, the Alliances and Channel approach is more than ever at the heart of our growth strategy" said **Generix Group CEO, Jean-Charles Deconninck**. "I have total confidence in Laurence Dugué to develop our consulting firm and reseller partnerships both in France and abroad. Her operational and strategic skills and expertise in managing partnerships will stand to her in taking up the challenge we are entrusting her with. "*

Beyond developing new partnerships and managing partner relations, the Alliances & Channel Department's mission is to adapt the Generix Group's Partners strategy and offer partners the best international environments possible.

Generix Group is implementing a programme called the **G-Partner Program**:

- **Referral Program:** This programme hires and compensates partners who provide business - Alliances
- **Active Program:** Recruiting of Var type "reseller" partners, software publishers and Web Agencies in France and abroad - Channel

*"I am delighted to be joining a company renowned for the quality of its SaaS and innovative offerings" added **Laurence Dugué**. "The Generix Group's desire to insource through a robust ecosystem persuaded me to give this adventure a try and take part in winning over new markets by establishing partner networks."*

Press Release

Press contacts

Rumeur Publique

Thomas Boullonnois - Tel.: +33 1 55 74 52 29

thomas@rumeurpublique.fr

Cédric Landu - Tel.: +33 1 55 74 52 31

cedric.lan@rumeurpublique.fr

www.rumeurpublique.fr

Generix Group

Carine Brégeon

Communications Manager

Tel.: +33 1 77 45 42 39

cbregeon@generixgroup.com

www.generixgroup.com

About Generix Group

Vendor of application solutions for manufacturing, logistics and retail ecosystems, Generix Group helps its clients in managing, sharing and optimizing their data flows. Generix Collaborative Business portfolio relies on strong business expertise encompassing Supply Chain and Cross-Channel management, and uniquely leverages A2A/B2B Gateway and Portal solutions.

Auchan, Carrefour, Cdiscount, DHL, Feu Vert, Gefco, Kuehne + Nagel, Leroy Merlin, Louis Vuitton, Metro, Nestlé, Sodial, Unilever,... more than 5,000 international companies trust "Generix Collaborative Business" solutions to profitably run their business, establishing Generix Group as an European leader with close to €54M in revenue.

For more information, visit www.generixgroup.com