



Generix Group names Christophe Verdenne as Chief Sales & Marketing Officer
to accelerate the company's international development
and consolidate its market positioning

Christophe Verdenne, an expert in application services with a strong international imprint

Paris, May xx, 2017 – In less than seven years, Generix Group has redefined its business model by successfully shifting an offer based on a traditional model of purchasing licenses to a model of user services and SaaS consumption.

The Group is now writing a new page in its history by taking on two related challenges: grow turnover in a notable manner and unify the catalog of services provided around the word by Generix subsidiaries and partners.

"Generix Group is an ambitious company and therefore works to meet high standards. During the past few months, we have been active in several areas to accelerate our growth and reinforce our competitiveness. Internationally, we have opened two subsidiaries in strategic geographical areas to strengthen our presence on the North American and Russian markets. Strategically, we have adopted a new positioning based on an offer of service to meet the new digital strategies of supply-chain players and trade," says **Jean-Charles Deconninck**, President of the **Generix Group** Board of Directors.

In this new business ecosystem, the role of Chief Sales & Marketing Officer is key to carrying out the strategic plan. *"This is why we have decided to entrust this position to Christophe Verdenne,"* he adds.

After starting his career as a sales engineer for large accounts at IBM France, Christophe Verdenne demonstrated his ability to manage the national and international development strategy at Colt Group. Following this success, he became Managing Director of Easynet for Southern Europe in 2010. He led the Group's changeover to a model based on service while increasing EBITDA fourfold in four years.



This career path and, above all, these results convinced the Generix Group Board of Directors and the Supervisory Board. *"There is an obvious convergence between the evolution of our Group and his profile. For us, Christophe Verdenne is 'the right man in the right place!'"* states **Jean-Charles Deconninck**.

At Generix Group, this graduate of the ESME Sudria/Paris engineering school and the EM Lyon business school, has been handed an ambitious roadmap that includes accelerating sales of the Generix Group offer through subsidiaries and partners, refocusing the e-marketing approach around boosting the implementation of lead generation and increasing the Group's marketing effectiveness. *"In a booming market, where competition has rarely been so sharp, finding myself in a key position to build the Generix Group is an exciting challenge. I truly feel I have come to the right place at the right time,"* says **Christophe Verdenne**.

"We are convinced that Christophe Verdenne's experience, top performance and results-based culture will be determinant factors in succeeding in our goal of positioning Generix Group as the leader in the management of physical and transactional flows in the supply chain," concludes **Jean-Charles Deconninck**.

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CONTACT

About Generix Group

Generix Group is a world leader in SaaS solutions for the Supply Chain and Commerce, with more than 5,000 international clients who use the company's solutions on a daily basis. Listed on Euronext Paris, Generix Group is present in more than 50 countries through its subsidiaries, partners and clients.

For more information: www.generixgroup.com

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