



Press Release  
April 7<sup>th</sup>, 2022

## Mário Maia appointed Country Manager of Generix Group Portugal

**Generix Group, a global provider of collaborative SaaS Software solutions for the Supply Chain, industrial and retail ecosystems, announces the appointment of Mário Maia as Country Manager of Portugal Business Unit, effective from April 4, 2022. The executive was until now Sales Director and replaces Marc Defretin who has decided to leave Generix Group to focus on other activities.**

Mário Maia assumes the position of Country Manager after more than 24 years with Generix Group, where he achieved a path of excellence as Sales Director, having initially held other positions of technical direction. Mário Maia will be supported by a new management team, composed of **Francisco Maurício, Delivery Manager and Deputy Country Manager, Andreia Teixeira, Financial Director** and **Cassilda Cruz, Human Resources Director.**

*“It is a great honor for me to assume these new functions, which I face with great enthusiasm and ambition. I’ve experienced over the past years the growth of Generix Group Portugal, through the diversification of the offer with the introduction of solutions for the digital transformation of the Supply Chain. Today, in line with our strategic plan Boost Together 2025, I believe that together we will be able to continue this development, stand out through innovation and raise the quality of our services for the benefit of our customers’ satisfaction. This is one of my major goals.”, says Mário Maia, Country Manager of Generix Group Portugal.*

### 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 800 employees provide daily assistance to clients such as Carrefour, Danone, FM Logistic, Fnac-Darty, Essilor, and Ferrero 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 Euronext Paris Stock Exchange, compartment C (ISIN: FR0004032795).

To find out more: [www.generixgroup.com](http://www.generixgroup.com)

### Press contacts

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