

Press release

September 8<sup>th</sup> 2022

## Wim Van Loo appointed Country Manager of Generix Group Benelux

**Generix Group, a global provider of collaborative SaaS Software solutions for the Supply Chain, industrial and retail ecosystems, announces the appointment of Wim Van Loo as Country Manager of Generix Group Benelux, effective from May 16, 2022.**

Generix Group chose Wim Van Loo because of his many years of experience in sales, business unit management in the IT sector (hardware, software, SaaS and related services). He is also specialised in aligning and optimising business processes within logistics and supply chain for manufacturing, wholesale and retail companies.

The career of Wim started in 1989 at AXI, a company specialised in IT solutions (ERP, Finance, POS) in Belgium and the Netherlands. In 2008, he joined CENTRIIC as Sales Director for the retail solutions. Since 2010, he has held various country and sales management positions, including 10 years for SLIMSTOCK, which offers solutions for forecasting and inventory optimization.

Wim studied communication sciences at PHICOM (now Artesis Plantijn Hogeschool) supplemented by a management course at Vlerick Management School. He also regularly gives lectures for educational institutes and professional organisations.

As Country Manager, Wim is responsible for managing and further developing the Benelux entity, with offices in Belgium and the Netherlands. The main focus is guiding companies to digitize their supply chain and make it more sustainable by using solutions such as: EDI (Electronic Data Interchange), GCR (Generix Collaborative Replenishment at the heart of the VMI process) and WMS (Warehouse Management System). These are designed for all players in the supply chain: manufacturers, wholesalers, external logistics service providers (3PL/4PL) and retailers. Additionally, Wim and his team will put an emphasis on supporting Belgian companies to adopt electronic invoices which will be possible through the Generix Invoice Services offering recently certified by the European Commission.

*"I am very excited to join the Benelux team of Generix Group. My mission is to accelerate the development of our unit and the sales activities in Belgium, the Netherlands and Luxembourg, in line with the group's strategic plan 'Boost Together 2025'. Generix Group has a great product portfolio and a lot of knowledge. Acquiring new customers and keeping our existing customers optimally satisfied is a top priority."* says **Wim Van Loo**, Country Manager of Generix Group Benelux.

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)