

## Generix Group appoints Julien Boisnet as Chief Sales Officer

Generix Group, a global provider of SaaS Software designed to accelerate today's collaborative Supply Chains, announces the appointment of Julien Boisnet as Chief Sales Officer of the Group.

Julien Boisnet's mission within Generix Group is to coordinate the commercial strategy and development of operations in the regions where the company is present (France, Canada, North America, Brazil, Portugal, Benelux, Russia, Spain, Italy), in order to accelerate the Group's profitable growth and help to achieve its objectives.



An engineer by training (Engineering school of Paris Est) and holder of an Executive MBA from HEC Paris, he started his career at GIAT Industries as Logistics Support Analyst Engineer before joining Consort NT as Account Manager. In 2006, he joined LMS International (Siemens Group), an engineering company working with advanced manufacturing industries, including automotive and aeronautics, as Global Account Manager and then Sales Manager. In 2015, he joined Adents, an innovative software solutions provider dedicated to product traceability, as EMEA Sales Director, before becoming two-year later, Vice President of EMEA Sales and then, in 2018, Global Sales Vice President.

In October 2019, Julien Boisnet joined Generix Group as Chief Sales Officer. His mission is to coordinate and oversee sales strategy and efficiency across all the Group's geographies. Julien Boisnet manages the daily monitoring of sales in the regions and ensures that the pre-sales, engagement and bid management functions provide the expected level of support to them. Julien Boisnet's leitmotiv is to transform and optimize the sales organization in order to mutualize resources, furthermore, to bring the right expertise to the right place at the right time.

*"Julien Boisnet is a great asset to the company. Since joining, he has implemented numerous innovations to improve sales efficiency and new processes to homogenize the company's sales strategies. His cross-functional position will help accelerate the company's international culture for our clients' benefits, while preserving our 100% French DNA",* says **Aïda Collette-Sène, CEO of Generix Group.**

*"I am delighted to have joined a French SaaS service provider of international stature such as Generix Group. We have many ongoing missions to optimize the experience that our customers and prospects have of our brand throughout the sales cycle, from the preliminary pre-sales phases to the contractualization for the acquisition and the deployment of our solutions and services. Performance and commitment are watchwords describing Generix Group's sales forces that I support on a daily basis",* explains **Julien Boisnet, Chief Sales Officer of Generix Group.**

## 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 550 employees provide daily assistance to clients such as Carrefour, Danone, FM Logistic, Fnac-Darty, Essilor, Ferrero and Geodis 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 Eurolist market of the Euronext Paris Stock Exchange, compartment C (ISIN: FR0004032795). To find out more: [www.generixgroup.com](http://www.generixgroup.com)

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