

Generix Announces the Appointment of Jean-Baptiste Valeyre as Chief Operations Officer

Paris, FRANCE, 12 May, 2025 - [Generix](#), a global business software company offering an expansive portfolio of SaaS solutions for supply chain, finance, commerce, and B2B integration, today announces the appointment of Jean-Baptiste Valeyre as their new Chief Operations Officer (COO).

In this role, Valeyre will be focused on operational excellence and accelerating the global transformation throughout the organization to better serve customers in a SaaS-driven world.

“The global Generix team continues to deliver on our commitment to helping our clients drive profitable and sustainable growth with our SaaS suite of applications and technologies. The appointment of Jean-Baptiste Valeyre to COO further empowers our teams to streamline operations and accelerate the delivery of unmatched business value,” said Raphael Sanchez, President & CEO, Generix.

Valeyre is an accomplished executive with a strong engineering foundation. He worked as Deputy CEO at the retail company Leader Price (Groupe Casino) before becoming the co-owner and CEO of Maison Dubernet. His diverse consulting background spans more than thirteen years, including five years at Advancy and eight years as a founding partner at SCP where he specialized in strategy, change management, and pricing with a focus on technology and telecommunications sectors. He has extensive leadership experience overseeing strategic projects in finance and controlling, sales, franchise management, and operational transformations.

“I am honored to join the Generix team and look forward to being part of their impressive team with the ambition to reinvent our global operations with the most modern practices of the industry,” said Jean-Baptiste Valeyre, COO, Generix.

About Generix

Generix is a global SaaS company helping connect businesses together to turn each digital connection into digital value. It offers a leading portfolio of cloud solutions and services powered by AI to drive with confidence the most mission-critical digital business processes in supply chain, finance and commerce. It also provides end-to-end B2B integration and collaboration solutions so companies can fully operate across digital business networks. Nearly 900 Generix talents are dedicated to best serve over 5,000 customers across more than 60 countries. The company helps to process more



than 17 billion messages, prepare more 600 million pallets, manage over 500 million invoices and more than 1 million transport operations per year. Generix believes in the immense growth potential of the networked economy in a sustainable world. More info: www.generixgroup.com

Media Inquiries:

Laurel Case

news@talesplash.com

+1 315-663-6780