

## **Generix Group Appoints Pierre Chaffardon as Chief Revenue Officer to strengthen customer experience and accelerate commercial momentum**

**Paris, June 1<sup>st</sup>** – Generix Group announces the appointment of Pierre Chaffardon as Chief Revenue Officer (CRO). With this strategic move, the SaaS provider specializing in supply chain and finance solutions aims to deliver a more seamless, consistent, and long-term value-driven customer experience.

As a member of the Executive Committee, Pierre Chaffardon will oversee all the Group's growth levers to accelerate commercial performance, strengthen alignment across teams, and support the deployment of increasingly integrated offerings across all markets served by Generix.

This evolution is designed to enhance customer experience, improve commercial efficiency, and simplify access to Generix's expertise and solutions, enabling the company to better address the operational challenges of digital transformation.

Raphaël Sanchez, CEO of Generix Group, commented: *"The appointment of Pierre Chaffardon as Chief Revenue Officer marks an important milestone for Generix. It reflects our ambition to build a more integrated, clearer, and more proactive organization, in support of a more unified customer experience."*

He added: *"Pierre's experience will be instrumental in better aligning our offerings, accelerating execution, and sustainably supporting our growth trajectory."*

Pierre Chaffardon adds: *"I am delighted to continue my journey at Generix with this new challenge and to take on new responsibilities and objectives as Chief Revenue Officer. Since joining the company in September 2023, I have had the opportunity to contribute to the growth of a recognized French technology expertise, serving more than 3,000 customers across France and internationally. In this new role, my ambition is to accelerate the support we provide to companies as they transition to SaaS in the exciting fields of Supply Chain and Finance, leveraging the strength and commitment of Generix teams operating in more than 60 countries worldwide."*

With this appointment, Generix reaffirms its ambition to strengthen its position as a strategic partner for companies undergoing transformation and facing increasingly complex operational challenges, by leveraging a more integrated organization focused on performance and customer satisfaction.

**About Generix**

Generix is a global SaaS provider delivering mission-critical business applications, enhanced by AI, across supply chain, finance, and B2B integration. Generix helps companies connect with each other to turn every digital interaction into value. More than 800 experts are dedicated to supporting over 3,000 customers in more than 60 countries. The company powers the processing of over 17 billion messages, the preparation of more than 600 million pallets, the management of over 800 million invoices, and more than one million transport operations each year. Generix believes in the potential of the network economy and is committed to enabling sustainable and responsible growth.

For more information: [www.generixgroup.com](http://www.generixgroup.com)