

Generix Group Appoints Sophie Pietremont as Chief Marketing & Communications Officer

Paris, June 18 – Generix Group today announced the appointment of Sophie Pietremont as Chief Marketing & Communications Officer (CMO). As a provider of SaaS solutions for supply chain and finance, the company is strengthening its leadership team at a pivotal moment in its transformation and growth journey. This appointment is designed to increase the global impact of its marketing initiatives, accelerate pipeline generation, and enhance brand visibility across its entire ecosystem.

With a strong track record in strategic marketing, demand generation, and communications gained at leading software companies, Sophie brings a results-driven mindset and high standards of execution. She will focus on strengthening brand positioning, accelerating go-to-market execution, and expanding the reach and influence of the Generix brand.

She will partner closely with sales, product, and corporate teams to align priorities and drive company-wide impact.

“I’m excited to join Generix at such a pivotal stage of its growth. As SaaS adoption accelerates and organizations continue to transform, marketing plays a critical role in creating clarity, delivering value, and fueling growth. My goal is to make marketing a true driver of differentiation and long-term performance for the company.” said Sophie Pietremont.

Pierre Chaffardon, CRO of Generix Group, added:

“Sophie’s appointment is fully aligned with our ambition to accelerate transformation and growth. She will play a key role in elevating the global impact of our marketing efforts, supporting our goal of building a more integrated, high-performing organization that delivers value to our customers and drives market share growth worldwide.”

Prior to joining Generix as the company approaches its 50th anniversary, Sophie Pietremont held several leadership roles in the software industry. Most recently, she served as Regional Marketing Director for Southern Europe at Zendesk from 2021 to 2026, a leading SaaS customer service platform and trusted partner supporting organizations through their transformation.

A graduate of HEC with a specialization in marketing, Sophie brings extensive experience across both marketing and sales. She previously held leadership roles at Microsoft France and served as Marketing Director France at VMware, a position she also held at Salesforce and Verisign.

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 850 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 500 million invoices, and more than five 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

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