

Jacqueline Liger appointed Vice President Marketing Southern Europe and North Africa at Lectra

Paris, February 16, 2021 – **A major global player in the fashion, automotive and furniture industries, Lectra designs smart industrial solutions – software, equipment, data and services – for brands, manufacturers and retailers. Lectra is pleased to announce the appointment of Jacqueline Liger as Vice President Marketing for Southern Europe and North Africa.**

From January, 1st 2021, Jacqueline Liger will lead all marketing activities in Southern Europe and Northern Africa, contributing to Lectra's positioning and prospecting in these regions.

With more than 15 years of professional experience in the United States, Jacqueline Liger brings to Lectra her marketing expertise in complex B2B environments. She will notably provide our company with her expertise in software and high added value solution marketing, thus improving the daily productivity and efficiency of players in the fashion, furniture and automotive industries.

“Jacqueline's appointment to our region reflects the commitment and leadership we want to maintain in the industries in which we operate. As we start the new year with great ambition, we want to increase our interaction with our customers and partners and further contribute to their success by addressing their current strategic and operational challenges as well as identifying future business objectives and opportunities”, explains Fabio Canali, President, Southern Europe and North Africa. “Jacqueline's main role will be to guarantee our consistent presence in the region, which will be of benefit to both our customers and our prospects”, he adds.

At 40, Jacqueline Liger joins Lectra Italy after 20 years abroad, an adventure that began in her small native town in Switzerland, followed by a career in the United States and now Italy. She was previously in charge of marketing for the American and Canadian subsidiaries of a major Italian industrial solutions and equipment supplier located in North Carolina. Jacqueline Liger has a degree in marketing and communication from Winthrop University in the United States as well as ISCOM in France.

“This new position as Vice President Marketing for Southern Europe and North Africa is a great opportunity and real proof of the trust that Lectra's executive team places in me. I am proud to promote the company's values and expertise – qualities that we continue to develop with great dedication”, said Jacqueline Liger.



HD photo available on request.

About Lectra

For companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra is crafting the premium technologies that facilitate the digital transformation of their industry. Lectra's offer empowers brands, manufacturers and retailers from design to production, providing them with the market respect and peace of mind they deserve. Founded in 1973, today Lectra has 34 subsidiaries across the globe, serving customers in over 100 countries. With more than 1,700 employees, Lectra reported revenues of 236 million euros in 2020. Lectra is listed on Euronext Paris (LSS).

For more information, please visit www.lectra.com

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