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Lectra appoints Peer Wiesner Marketing Director for Germany, Eastern Europe, and CIS countries

Paris, October 11, 2012 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—is pleased to announce the appointment of Peer Wiesner as Marketing Director for Germany, Eastern Europe, and CIS (Commonwealth of Independent States) countries.

Based in Munich (Germany), and reporting to Alexander Neuss, Managing Director for the region, Peer Wiesner’s objective is to drive awareness of Lectra’s full range of solutions in the automotive, furniture and fashion sectors.



“We are expanding our sales and marketing teams as part of our global development plan, in order to better serve our customers. This complex region—spanning 24 countries and 16 languages—is one of the main drivers of our European activities, with revenue growth of 11% last year”, explained Daniel Harari, Lectra CEO.

“Lectra is well known in these countries for its expertise, particularly in terms of CAM, thanks to the Vector® and Versalis® ranges. My role is to ensure that our customers benefit fully from Lectra’s technology to improve their productivity”, Peer Wiesner added.

“Peer will be a great asset in ensuring the region’s cutting-edge companies capitalize on our entire range of integrated solutions such as Lectra Fashion PLM, Modaris® and Kaledo®”, concluded Daniel Harari.

With 14 years’ experience, Peer Wiesner has worked in several advertising agencies and held different positions in communications and product marketing in software and IT services companies in Germany, including conject AG and Teleson AG. He holds a degree in Business from the University of Applied Sciences in Augsburg.

About Lectra

Lectra is the world leader in integrated technology solutions that automate, streamline and accelerate product design, development and manufacturing processes for industries using soft materials. Lectra develops the most advanced specialized software and cutting systems and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), furniture, as well as a wide variety of other market sectors, such as aeronautical and marine industries, wind power and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,350 employees and \$287 million in 2011 revenues. The company is listed on NYSE Euronext.

For more information, please visit www.lectra.com

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