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Lectra appoints Tania Garcia as Vice President, Marketing for North America

Paris, October 18, 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 Tania Garcia as Vice President, Marketing for North America.

Reporting to Roy Shurling, President of Lectra North America, Tania Garcia is based in Atlanta, Georgia. She will oversee Lectra’s marketing in the North American market, which includes Canada, the United States and Latin America. Tania Garcia is responsible for ensuring manufacturing and fashion customers in the region are kept abreast of Lectra’s advanced production and software solutions.



“Lectra is strengthening its team in North America as a response to the needs of customers in the automotive, fashion and furniture sectors, who demand more effective solutions based on their business operations, goals and competitive landscape. This diverse, dynamic and exciting market is ideal for Lectra because our comprehensive range of solutions is perfectly suited to meeting customers’ requirements,” said Daniel Harari, Lectra CEO.

The tremendous increase in manufacturing in Latin America, and continued strength of US manufacturing, is generating high demand for Lectra’s Vector[®] cutters, as well as for its consulting services that help customers improve their efficiency. On both coasts of the US, and in Montreal (Canada), the increase in fashion design means companies are seeking ways to improve their development processes and capabilities. “Tania’s knowhow and experience will help drive the expansion of Lectra’s solutions across North America, so that we provide the most added value to our customers’ operations,” added Daniel Harari.

“Lectra’s customers in North America face ongoing change and a redefinition of the marketplace, requiring them to develop alongside companies that are able to adapt and redefine themselves. Lectra does this as a matter of course, collaborating with major brands to identify industry challenges; and providing what our customers really need,” highlighted Tania Garcia.

Tania Garcia has more than 15 years’ experience in designing and implementing comprehensive integrated marketing programs. Prior to joining Lectra, she was Global Senior Director, Marketing and Communications, at information management group Recall Corporation. She has a bachelor’s degree in Classics from Vassar College, New York.

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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