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Lectra appoints Céline Choussy Bedouet to its Executive Committee

This appointment reflects Lectra’s strategy to boost its marketing and communications

Paris, June 23, 2016 – Lectra, the world leader in integrated technology solutions dedicated to industries using fabrics, leather, technical textiles and composite materials, is pleased to announce the appointment of Céline Choussy Bedouet, Chief Marketing and Communications Officer to the Executive Committee, starting on July 1, 2016.



“Céline’s experience, demanding nature, expertise, as well as her knowledge of our market segments have made Lectra’s marketing a strategic asset. This has been demonstrated by the many initiatives she has successfully undertaken over the last three years,” declares Daniel Harari, Lectra CEO and Chairman of the Executive Committee. “By reinforcing the Executive Committee, represented today by Edouard Macquin, Jérôme Viala, Véronique Zocchetto and myself, we will be in a stronger position to attain our 2016 objectives and prepare for the future. Céline will play a critical role in Lectra’s next strategic cycle, which will be presented in February 2017,” he adds.

The marketing division’s development was an essential component of the strategic roadmap and the company’s transformation plan, launched at the end of 2011 and supported by an investment of €50 million throughout 2012-2015 for the future. Its workforce was strongly increased at headquarters and in the main subsidiaries, especially in China and the United States. Lectra’s image and reputation have been strengthened, through a range of innovative solutions, worldwide marketing and communications campaigns in the fashion, furniture, and automotive industries, major international events at the Bordeaux-Cestas technology campus, as well as customer testimonials with even more impact.

“I am honored and delighted to be appointed to the Executive Committee, especially given that Lectra is preparing to announce its 2017-2019 roadmap, which will enable us to reach the next step in our development. I am pleased and proud to be able to contribute to innovative projects that are being planned, all the while understanding the importance of the new mission I have been given,” explains Céline Choussy Bedouet.

With a master’s degree in management from ESC Bordeaux (Bordeaux Management School), France, Céline Choussy Bedouet began her career in 2000 at Dassault Systèmes where she headed up the implementation and monitoring of the company’s strategic partnership with Microsoft in the United States. In 2008, Céline Choussy Bedouet joined Autodesk as Marketing Manager for Europe. Later on, she was in charge of global manufacturing marketing campaigns before joining Lectra in September 2013.

About Lectra

Lectra is the world leader in integrated technology solutions (software, automated cutting equipment, and associated services) specifically designed for industries using fabrics, leather, technical textiles, and composite materials to manufacture their products. It serves major world markets: fashion and apparel, automotive, and furniture as well as a broad array of other industries. Lectra's solutions, specific to each market, enable customers to automate and optimize product design, development, and manufacturing. With more than 1,500 employees, Lectra has developed privileged relationships with prestigious customers in more than 100 countries, contributing to their operational excellence. Lectra registered revenues of \$264 million in 2015 and is listed on Euronext.

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