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Lectra appoints Jean-Patrice Gros as Director, Lectra Northern Europe

Jean-Patrice Gros will be in charge of meeting Lectra’s customers’ expectations regarding creativity, collaboration and operational excellence

Paris, November 24, 2015 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—is pleased to announce the appointment of Jean-Patrice Gros as Director of Lectra Northern Europe (United Kingdom, Belgium, Netherlands, Denmark, Sweden, Norway, Finland, Estonia, Latvia and Lithuania).



Based in Belgium, Jean-Patrice Gros will focus on anticipating and responding to Lectra’s customers’ needs in the fashion, automobile and furniture industries, three strongly developing markets.

“Jean-Patrice Gros’ appointment to the head of this region demonstrates Lectra’s strong commitment to developing its activity with brands, retailers and manufacturers,” states Daniel Harari, Lectra CEO. “During his career, Jean-Patrice has provided his experience to many diverse-sized companies, with very different processes and business models. His perfect knowledge of Lectra and our industries, as well as his command of our technology are major assets for our customers who are looking for operational excellence.”

In fashion, British, Belgian and also Dutch designers are amongst the most reputed. Moreover, the region is the birthplace of a number of major apparel retailers. These companies are increasingly attracted to the quality of Lectra’s collaborative design and product development software, with particular interest in its product life cycle management (PLM) solution.

In the automotive market, English brands are prospering and capitalizing on the comfort of car interiors, which are increasingly sophisticated and using more leather. They want to quickly implement advanced leather cutting solutions, an area in which Lectra has heavily invested in the past few years.

Owing to their in-depth design skills, Scandinavian and Benelux countries are at the avant-garde in the furniture industry. Many of the world’s biggest brands are based in the region. In these countries, Lectra’s new solutions dedicated to the furniture market—which facilitate the leather and textile design and manufacturing processes—are enjoying growing success.

“Many companies in Northern Europe control their production line. Years spent in countries such as Turkey and Tunisia has led me to work directly with companies that pay particular attention to manufacturing processes,” adds Jean-Patrice Gros. “Thanks to this experience, I am able to advise export-oriented companies or retailers that aim to develop their own brand, which, today, will be beneficial to Lectra customers in Northern Europe.”

Jean-Patrice was previously Director, Middle East and North Africa, where he accompanied Lectra’s customers in their strategy of creating value and strengthening their links with European manufacturers. Working at Lectra for the past 30 years, Jean-Patrice has been successively member of the Professional Services team, responsible for the International Advanced Technology Center of Bordeaux (France), before being appointed Head of Sales in Canada and Director of the Maghreb region.

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 1,500 employees, and registered revenues of \$281 million in 2014. The company is listed on Euronext.

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