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Lectra appoints Nathalie Brunel as Vice-President Sales, Fashion & Apparel

Nathalie Brunel's role is to support Lectra's global teams in the roll-out of its new strategy to customers

Paris, December 12, 2017 – 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 Nathalie Brunel to the role of Vice-President Sales, Fashion & Apparel. Based at Lectra's headquarter's in Paris, Nathalie reports to Edouard Macquin, Chief Sales Officer, Lectra and a member of the executive committee.



Nathalie Brunel's role is to support Lectra's subsidiaries as they conduct the Group's strategic roadmap through the deployment of an offer—integrating the PLM and the cutting room of the future—which is rooted in customer experience.

Nathalie will notably work with six countries: United States, China, Germany, United Kingdom, France and Italy.

“The fashion and apparel industry, a historic market for Lectra, is the pillar of our international presence. Our customers expect a high level of expertise and advice to meet the challenges they face due to the digitalization of their professions. Nathalie Brunel's experience in transforming organizations and developing business for complex solutions within large groups is a valuable asset for both Lectra and our customers,” states Edouard Macquin.

“The fashion and apparel ecosystem is clearly entering the digital era. I aim to bring Lectra's value proposition to our customers, facilitating their adoption of Industry 4.0 principles. I am proud to contribute to the integration of new technologies in their processes, from design to the finished product. It is crucial to meet the needs of companies facing a complex and fragmented market that is generating both local, and global, pressures,” underlines Nathalie Brunel.

Nathalie Brunel has over 20 years of experience in managing large accounts and management responsibility. In 1996, she joined the Altran group where she successively held the roles of Development Director, Director of a business unit, Associate Director, and Executive Director of large accounts. In 2011, Orange Business Services recruited Nathalie Brunel as Vice-President, Business Operations and Support, then Vice-President Large Accounts, Manufacturing and IT. Prior to joining Lectra, Nathalie Brunel held the position of CEO and shareholder of Okavango Energy, a consulting and industrial energy performance company.

Nathalie has a diploma from the *Institut supérieur de commerce de Paris*.

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 1,600 employees, Lectra has developed privileged relationships with prestigious customers in more than 100 countries, contributing to their operational excellence. Lectra registered revenues of \$288 million in 2016 and is listed on Euronext.

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