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Lectra appoints Rodrigo Siza, Regional Director of Spain and Portugal

Rodrigo Siza will develop new regional synergies to support local fashion, automotive and furniture businesses

Paris, August 1, 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 Rodrigo Siza to the role of Regional Director of Spain and Portugal.

Based in Porto, Portugal, Rodrigo Siza will focus on nurturing new regional collaborations to benefit the needs of Lectra's customers, and facilitate their success in the Industry 4.0 era. Rodrigo will rely on Lectra's highly experienced teams located in the region.

“Rodrigo has very effectively established long-term partnerships with our fashion and apparel, automotive and furniture customers in Portugal. He has helped our customers to emerge stronger from the world crisis which heavily impacted them. After 10 successful years as head of Lectra Portugal, Rodrigo is now also in charge of meeting the expectations of our Spanish customers,” stated Daniel Harari, Lectra Chairman and CEO.



Players in the region are witnessing a strong dynamic, notably fashion brands in Spain and fashion and automotive industrialists with heightened added-value in Portugal. With the recent announcement of a new strategy to focus on Industry 4.0, Lectra is in a strong position to support these businesses in the digitalization of their processes.

For industries faced with more demanding consumers and ever-shorter product development and manufacturing cycles, integrating all steps along the extended supply chain, from design to cutting, is now a top priority. This is particularly apparent in Spain and Portugal, two countries positioned, in their own way, at the heart of Europe's fashion and automotive industries.

Rodrigo started his career at Tradetex, a trading company of textiles for clothing, as a textile designer. From 1991 to 1999, he was an associate of V-Sistemas Informatica, specialized in the development and distribution of technical solutions for the textile industry. In 2000, he joined Lectra Portugal as a design and merchandising manager, and then evolved into the position of international consultant in 2004. He left Lectra in 2005 to take the position of Sales Director of RPB Têxteis e Vestuário, a company that makes clothes, before returning to Lectra in 2007 to take over the management of the Portuguese subsidiary. Rodrigo has a masters in marketing from Minho University and a degree in design and communication from Porto University, both located in Portugal.

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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