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## **Lectra appoints Eric Hubert as deputy sales director**

***The appointment completes Lectra’s organization already in place for its major strategic accounts***

**Paris, November 21, 2013** – 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 Eric Hubert as deputy sales director, responsible for sales development. Based at the company’s headquarters, in Paris, he reports to Edouard Macquin, Lectra sales director, whose team he has strengthened.

In addition to the worldwide organization already in place for Lectra’s major strategic accounts, Eric Hubert’s objective is to work alongside the company’s numerous subsidiaries in deploying the sales strategy, in order to better serve all its customers. In particular, he is responsible for piloting the deployment and adoption of sales methods adapted to all sizes of company.



“Lectra’s customers, spread across the world, present different profiles. In order to better answer their specific needs, we have created an approach that takes into account their specific features,” said Daniel Harari, Lectra CEO. “To bring greater value to our customers, we have also started to strengthen our sales teams through a far-reaching recruitment plan.”

“Lectra wants to facilitate the development and growth of all its current customers, throughout the world. This is why we favor long-term support, in order to forge tight links and help them optimize their processes with our technologies,” commented Edouard Macquin. “To drive and develop our sales organization, Eric Hubert will be able to make use of his 20 years of sales experience in multiple industries.”

“It is this proximity to our customers that we must, more than ever, favor and give priority to. They must consider us advisors delivering them high added-value solutions and services. For this, we must go even further in listening to them in order to exceed their expectations,” added Eric Hubert.

Eric Hubert has management experience acquired exclusively in sales. He started his career in 1993 with Renault, in the Czech Republic and then in Paris. In 2000 he joined the Timken Company, an American group that manufactures mechanical bearings and specialist steels, where he was a strategic account engineer in the US before becoming sales director for France and Belgium. In 2009, he became B2B sales director at Tom Tom Business Solutions, the Dutch group that is the European leader in SatNav systems and fleet management. Eric Hubert is a graduate of ENSAM (*Ecole Nationale Supérieure des Arts et Métiers*) in Angers and Paris, France.

**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 \$256 million in 2012 revenues. The company is listed on NYSE Euronext.

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