

Contact – Lectra Headquarters / Press Dept.: Nathalie Gerbal
E-mail: n.gerbal@lectra.com
Tel.: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

Lectra Appoints Philippe Ribera Group Software Marketing Director, to Support its PLM Strategy

Paris, December 14, 2009 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics and composite materials—, is pleased to announce the appointment of Philippe Ribera as Software Marketing Director. Based at the company's headquarters in Paris, Philippe Ribera reports directly to Daniel Harari, Lectra CEO.

Philippe Ribera is responsible for the definition and implementation of the group's software marketing action plans for all industries. One of his main priorities will be to ensure the success of the company's Lectra Fashion PLM (Product Lifecycle Management) strategy.



Philippe Ribera's nomination crowns a career spanning more than 20 years with Lectra, where he has held various marketing and sales development posts in France and the USA. From 2004 to 2006, he was Sales Director of Lectra's U.S. subsidiary; since 2008, he has held the position of Marketing Director for France.

"Lectra is the leader in technology solutions specifically created for the fashion industry, as more than 20,000 companies worldwide can confirm. Our strategy aims to accelerate uptake of our Lectra Fashion PLM solution by many customers, whilst remaining faithful to our profession-specific software roots. With his in-depth knowledge of the fashion market and the issues it faces, Philippe is the best person to take up this ambitious challenge, where the stakes for the company are high," said Daniel Harari, Lectra CEO.

"Our PLM strategy, based on the integration of the applications necessary to plan, manage, create and develop collections, associated with our value-added offer, will be the cornerstone of Lectra's growth," explained Philippe Ribera. "In line with our desire to support our customers in overcoming their challenges, Lectra is the ideal technology partner. With our Lectra Fashion PLM, we offer a business-oriented approach for the whole value chain, based on best practices acquired over 35 years working with the biggest names in fashion." Specially designed to meet the needs of fashion companies—brands, retailers and manufacturers—Lectra Fashion PLM is a collaborative, modular and scalable solution, unique on the market. With this technology, companies can streamline the complex business of collection lifecycle management and bring teams together, in real time, wherever they are in the world.

Philippe Ribera's expertise is also recognized by his active participation in the work of the International Apparel Federation, a highly-respected organization within national and international fashion and apparel industries. As a member of the Board of Directors, he takes part in the definition of international interoperability standards for technology and is also involved in education issues.

About Lectra

Lectra is the world leader in integrated technology solutions that automate, st