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Lectra appoints Tania Garcia as Vice President, Marketing for North America

Paris, October 18, 2012 – Lectra, tw T13.0591.3473 TD.0005 Tc.383 Tw(whi)71e(r)-25(6)07m(en)-270725(es) and (es) knowhow and experience will help drive the expansion of Lectra's solutions across North America. "Lectra's solutions will provide the most added value to our customers' operations," added Daniel Harari.

"Lectra's customers in North America face ongoing change and a redefinition of the marketplace. We are committed to develop alongside companies that are able to adapt and redefine themselves. Lectra does this, of course, collaborating with major brands to identify industry challenges and providing what our customers need," highlighted Tania Garcia.

Tania Garcia has more than 15 years' experience in designing and implementing complex marketing programs. Prior to joining Lectra, she was Global Senior Director, Marketing and Communications in the information management group Recall Corporation. She has a bachelor's degree in Communications from Yeshiva College, New York.

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), furnit