



**Appointment of Mike Hadjadj
to the position of Group Marketing and Communications Director**

Paris, 23 February 2012 – Generix Group, a vendor of collaborative software for the Retail ecosystem, announces the appointment of Mike Hadjadj to the position of Group Marketing & Communications Director.

Mike Hadjadj, with 18 years of experience in BtoB Marketing and Communications has joined the Generix Group management team as Marketing & Communications Director. His duties will include Operational Marketing, Retail Sector Marketing, Logistics and Industrial Service Provider Marketing as well all of the Group's Internal and External Communications.

After spending the first 6 years of his career in BtoB communications consulting, Mike Hadjadj joined Coheris, a European software publisher specialising in CRM and Business Intelligence, as Operational Marketing & Communications Director. Between 1999 and 2006, he played a key role in the expansion of this group listed on the Nouveau Marché of the Paris stock exchange, focusing on the integration of human resources, products and brands (12 acquisitions in 7 years).

In 2006, he established the "Log on Communication" network, which acts as a support to management teams of high-growth businesses for defining and implementing their communication policies. It was in this context that he performed his first mission for Generix Group during the merger of the ERP, point of sale, EDI, EAI and portal activities.

In parallel, in 2007 he was appointed to head the Communications team of Wincor Nixdorf, the French subsidiary of the European leader of IT solutions to the Banking and Retail industries, where he focused on the planning and creation of a business plan, the development of brand recognition, the generation of high level contacts and the development of the ecosystem/lobbying.

"Marketing and communications are key aspects for sustaining our development, said Jean-Charles Deconninck, Chairman of the Management Board of Generix Group. Mike has solid experience in the IT sector and has recognised expertise in the field of marketing and communications, which will allow us to enhance our brand awareness and make our expertise more widely recognised on the markets. »

"Generix Group is a software vendor whose human resource, product and client assets have been well-acknowledged in the market, added Mike Hadjadj. It is a great pleasure for me to now participate in this new phase of its development."

Press contact

MP Conseil

Michelle Pilczer
Tel.: 01 47 10 94 94
Mobile: 06 61 10 94 94
mpilczer@mpconseil.com

Generix Group

Mike Hadjadj
Marketing & Communications Director
Tel.: 01 77 45 43 41
mhadjadj@generixgroup.com

About Generix Group

A vendor of collaborative software for the Retail ecosystem, Generix Group supports distributors and logistics and industrial service providers in the management, pooling and optimisation of their goods flows. The Generix Collaborative Business service package draws on extensive expertise in the areas of ERP, supply chain management and cross-channel sales management, all of which is backed by our EDI, EAI and portal integration solutions.

Including names such as Carrefour, Gefco, Leclerc, Leroy Merlin, Nestlé, Unilever, DHL, Louis Vuitton, Sodiaal, Metro, Sara Lee, Kuehne+Nagel, Cdiscount...over 1500 international players have selected the "Generix Collaborative Business" solutions, establishing the Generix Group as a European leader with a turnover of over €66 M.

To find out more: www.fr.generixgroup.com