

Gérard Dahan appointed Managing Director of Synertrade, a subsidiary of the Econocom group

Paris, 29 September 2021 - **Synertrade has announced that it has appointed Gérard Dahan as the Synertrade group's Managing Director and that he will begin his new role on 27 September 2021.**

Gérard Dahan will implement the development plan, which will include the Synertrade group's business transformation programme and will be supported by an investment plan based on three pillars: client satisfaction, product and service quality, and talent recruitment.

With 25 years' experience in management, strategic marketing and sales, Gérard Dahan is a pioneer in software solutions for procurement departments. He was previously General Manager EMEA at Ivalua, then Senior Vice President EMEA at Corcentric. Gérard is known for his ability to develop firms and put forward innovative solutions.

Laurent Roudil, Managing Director of the Econocom group, said: *'We're delighted to welcome Gérard Dahan as Managing Director of Synertrade. He will help fulfil our vision, goals and transformation projects to speed up the Synertrade group's growth.'*

Gérard Dahan, Managing Director of Synertrade mentioned: *'I'm taking up the job of leading Synertrade with a firm sense of commitment and high ambition. Our clients will be our main concern. Our organisation and actions should embody this daily, based on our corporate strategy, from governance to operational excellence.'*

À ABOUT SYNERTRADE

Synertrade is a world leader in SaaS solutions supporting digital transformation in procurement processes. Our collaborative platform, Synertrade Accelerate, covers the whole supply chain through a range of flexible, scalable, easy-to-use applications. It helps manage hundreds of billions of euros in spending each year and offers new performance opportunities to the finance and procurement departments of companies such as Google, Schneider, Salini Impregilo, Fresenius Medical Care, Alstom, Lufthansa, T-Systems, Renault and many more. Synertrade gives the digital transformation of procurement a passionate, responsible character. With more than 20 offices worldwide and a support team available 24/7 in ten languages, Synertrade offers expertise and a local service for the digitalisation of its clients' processes in sourcing, procurement and supplier relations management. Synertrade is a subsidiary of the Econocom group.

FOR FURTHER INFORMATION

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