



## Visiativ to kick off 2020 with launch of new Catalyst 2023 strategic plan Governance boosted with appointment of Bruno Demortière as Chief Operating Officer

Lyon, 9 December 2019 – 6.00 pm. The Visiativ Group, a publisher and integrator of collaborative software platforms and provider of innovation consulting, is listed on Euronext Growth in Paris (FR0004029478, ALVIV).

Just as the year 2019 fulfils the Next100 goals a year ahead of schedule, Visiativ is set to unveil its new aims and strategic plan – Catalyst 2023 – to the financial community on 8 January 2020. In addition to this new plan being presented, the Group's governance will be strengthened, particularly through Bruno Demortière's appointment as Chief Operating Officer.



On 8 January 2020, Visiativ will be unveiling its third strategic plan – **Catalyst 2023** – having successfully completed its two previous strategic plans a year ahead of schedule: **Audeo2017**, the aim of which was to establish Visiativ as a strategic partner in the transformation of SMEs and to reach €100m in profitable revenues by 2017; then **Next100**, which sought a further change of dimension by doubling the Group's size by 2020 through sustained organic growth and a vigorous acquisitions policy in the consulting, integration and software business lines.

Centred on the trend of digitisation among firms and their transformation needs, Catalyst 2023 will be rooted in the Group's strengths:

- **Its global value proposition** to help companies transform and innovate
- **A strong customer capital** of over 18,000 firms ranging from small and mid-cap companies to large groups
- **Complementary business lines**, a source of synergies in sales and operations
- **Its international dimension**, with a presence in over ten countries today

### Bruno Demortière appointed Chief Operating Officer



As part of the launch of Catalyst 2023, Visiativ is making changes to its governance. Until recently, **Bruno Demortière** (aged 39) had been Deputy Managing Director Software and Consulting and a member of Visiativ's executive committee. Appointed **Chief Operating Officer**, he is now in charge of operations across all Group business lines.

Tasks and challenges: Bruno will be tasked with making Visiativ more dynamic through a more cross-disciplinary approach among operations: more synergies, cross-selling and sales complementarity between business lines.

By bringing the coordination of all operations and sales under a single division, the Group will be able to optimise and standardise its efficiency.

Career path: Bruno is a graduate of EM Lyon Business School. He began his career in 2003, working in various consultancy firms. In 2013, he took over the reins of a consultancy firm he managed to turn around. Later, in 2016, he co-founded and took charge of the ABGI Group, an international consulting firm with offices in France, Canada, USA, UK and Brazil. He specialises in strategic management, as well as operational structuring and efficiency. He joined Visiativ in 2018 when the Group bought ABGI.



Several weeks ago, **Grégory Jourdan** (aged 37) joined the Group as **Deputy Managing Director Human Resources** and became a new executive committee member. His job is to continue to build the Group HR structure, support Visiativ's transformation and development, particularly overseas, and implement an efficient and innovative HR strategy focused on the employee experience.

**Agile, decentralised and closer to the Group's customers, partners and employees**, this new organisational structure is designed to foster improvement and enhance performance.

**Regarding this organisational change, Visiativ Chairman and CEO Laurent Fiard said:**

*"One month from now, Visiativ will be unveiling its new strategic plan. Thanks to the success of its previous plans, the Group has many strengths. We have become a global player with multiple areas of expertise. Our platform of human and digital experiences is accelerating innovation and transforming small and mid-cap companies. With Catalyst 2023, we are seeking to become more agile and efficient and be the catalyst of a collective dynamic. Together, alongside Visiativ's customers, partners and employees, we would like to co-build a unique value proposition. Our job will therefore be to improve our performance and strengthen Visiativ's synergies and cross-disciplinarianism in the same aim: being a close, trustworthy partner for our customers."*

#### ABOUT VISIATIV

A true platform of human and digital experiences, Visiativ is a global player with multiple areas of expertise (consulting, software editing and integration, platform creation, IT outsourcing). Through its unique value proposition, it helps accelerate companies' innovation and digital transformation. Working with mid-caps since its foundation in 1987, the Visiativ Group posted 2018 revenues of €163 million and boasts a diverse portfolio of over 18,000 customers. Covering all of France's business hubs and with operations worldwide (Belgium, Brazil, Canada, USA, the Netherlands, Luxembourg, Morocco, UK and Switzerland), Visiativ has over 1,000 employees. The Visiativ share (ISIN code FR0004029478, ALVIV) is listed on Euronext Growth Paris. The share is eligible for the PEA and PEA-PME personal equity plans and FCPI/FIP investment funds, thanks to its status as an "innovative business" recognised by Bpifrance.

For further information, visit [www.visiativ.com](http://www.visiativ.com)

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