

Enterprise PIM Leader Akeneo Accelerates Global Momentum with New Hires

BOSTON, April 4, 2017 /PRNewswire/ -- On the heels of its recent \$13 million Series B financing, French-American startup Akeneo today announced the appointment of three key executives to accelerate its expansion in Europe and North America.

CEO Frédéric de Gombert has appointed Angela Culver as chief marketing officer (CMO), Thierry Fortin as chief finance officer (CFO), and Scott Dahlgren as VP of channel development, North America. The new hires join a transcontinental team of 70 people, based across Europe and the U.S.

Akeneo, founded in Nantes, France, in 2013, is an industry-leading provider of product information management (PIM) software, a technology that has been likened to customer relationship management (CRM) for products. Akeneo is currently used by 40,000 retailers and manufacturers around the globe, including more than 120 multinational brands such as Samsung, Adidas and Made.com.

The new hires bring to Akeneo decades of experience in global ecommerce. Angela Culver is an accomplished B2B marketer with more than 20 years in open source software, marketing technology, and IT services. She most recently worked as VP of marketing at Neustar, a publicly-traded multinational company providing real-time information services and analytics. Prior to Neustar, Culver held marketing leadership positions at a variety of high tech companies, including HP, Oracle (formerly Brio), Alfresco and Stibo Systems. In her new position as Akeneo's global CMO, Culver will oversee all aspects of the company's marketing and communications activities in Europe, the Middle East, Africa, and North America.

Thierry Fortin is a financial executive with more than 15 years of experience managing corporate finance, audits, and mergers and acquisitions for high tech companies. Prior to joining Akeneo, Fortin served as a finance director at several NASDAQ listed software companies, including ANSYS, a leading simulation product engineering company. He began his career as an external financial auditor at Arthur Andersen.

Scott Dahlgren is a channel development and ecommerce expert with more than 20 years of experience helping technology companies generate high-value partner channels. Dahlgren most recently served as managing director at SensioLabs and CommerceGuys, a world renowned pioneer of Drupal Commerce. Prior to that, he was head of worldwide channel sales at Magento. In his new role as Akeneo's VP of channels, Dahlgren is responsible for developing partnerships with system integrators and digital agencies to sell and implement Akeneo PIM solutions for customers of all sizes in North America.

"Akeneo has grown significantly since our last round of financing, and it's great to expand our executive team at such an exciting time for our business," said de Gombert. "Angela, Thierry, and Scott are experienced B2B technology executives who understand the enormous global potential of Akeneo's PIM platform, and I have no doubt that they will help us bring the company to the next level."

PIM brings together detailed, high-quality data about products across sales channels, helping manufacturers and ecommerce companies manage and market products, support multiple geographic locations and multilingual data, improve conversion rates, enhance SEO, and improve productivity. The Akeneo PIM solution also makes it possible to scale and customize ecommerce initiatives far more rapidly.

About Akeneo:

[Akeneo](#) is the creator of an open source, enterprise product information management (PIM) platform that radically improves product data and simplifies product catalog management. The tool helps merchants centralize, synthesize, translate, and control the quality of their product information, leading to higher conversion rates, better SEO, shorter time-to-market, and lower return rates. The company has operations in France, the United States, and Germany.

www.akeneo.com