

NEWS RELEASE

Product experience company, Akeneo, announces strategic EMEA executive hire to further accelerate its expansion

7 May 2024, LONDON – [Akeneo](#), the Product Experience (PX) company and leading provider of Product Information Management (PIM) solutions, today announced that Justin Thomas joins the company as its VP Sales – EMEA North as it continues to scale growth within the region.

In 2023, Akeneo expanded its offer and sharpened its operations to enhance product experiences for brands, manufacturers, retailers, and distributors on a global scale. It introduced a series of industry-shaping product updates as part of its latest Spring Release, as well as completing its strategic acquisition of Unifai, the market-leading artificial intelligence (AI) platform for data collection, cleansing, categorisation, and enrichment pioneered by the industry's leading AI and machine learning (ML) experts. Akeneo then leveraged this acquisition to create the first-ever AI for PX Centre of Excellence. The business grew by over 100% in the U.S. and crossed the 850 worldwide customers threshold, led by major North American companies, including CarParts.com, Arc'Teryx, DSW, Nautica, Belvins, TaylorMade, and Chico's.

Justin joins Akeneo from [Precisely](#), the data integrity company whose data products are used by 99 of America's Fortune 100 companies, where he held the role of Sales Director for EMEA & APAC, having moved there from digital health company, Lumeon, where he was Chief Commercial Officer.

In his role at Akeneo, Justin will focus on expanding Akeneo's footprint in its key regions including the United Kingdom, Benelux and Scandinavia. Working closely with its network of partners and ISV's to continue delivering solutions that enable Akeneo's customers to get to market faster, deliver better customer experiences and improve efficiency.

Justin commented "We see increased demand from both the Mid-Market as well as the Enterprise segments across B2B as well as B2C and are excited to grow our business and establish ourselves as the leader in the Product Experience space."

Frederic de Gombert, Akeneo CEO commented: “We are delighted to welcome Justin to the Akeneo team as we work toward our ambitious growth targets and mission of creating a world where every product interaction is an experience that guides consumers and professionals to the best purchase, anytime, anywhere.”

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About Akeneo

Akeneo is the product experience (PX) company and global leader in Product Information Management (PIM); creating a world where every product interaction is an experience that guides consumers and professionals to the best purchase, anytime, anywhere. Akeneo empowers business leaders with software, education, and an engaged community all focused on the practice of product experience management. Leading global brands, manufacturers, distributors, and retailers, including Chico’s, CarParts.com, TaylorMade Golf, Rail Europe, Kering, and more trust Akeneo to scale and customize their omnichannel commerce initiatives. Using Akeneo’s intelligent Product Cloud, companies can create elevated product experiences with user-friendly and AI-powered product data enrichment, management, syndication, and supplier data onboarding; as well as a comprehensive app marketplace and partner network to meet business and buyer needs. For more information: <https://www.akeneo.com>