



Holger Max-Lang Managing Director Lectra Central & Eastern Europe region, Russia

Central & Eastern Europe and Russia is a strategic region for Lectra, offering strong potential in the Group's main market sectors thanks to: a robust automotive industry; a dynamic furniture industry, especially in Germany and Poland; and a close connection between fashion brands in Germany, Austria, Switzerland and suppliers in Eastern Europe.

In his role, Holger Max-Lang is focusing on delivering Lectra's customer-focused strategy to empower fashion & apparel, automotive and furniture businesses to succeed as they embrace Industry 4.0. Anchored in the digitalization of

industrial processes, from design to production, Industry 4.0 is redefining how factories are organized; smart and connected, they are driving the value chain, propelling a new digitalized lifecycle for products.

"The transformation to Industry 4.0 is in full swing: the Industrial Internet of Things, Software as a Service (SaaS), cloud technology, data analyses and data exploitation have become key," underlines Daniel Harari, Chairman and Chief Executive Officer, Lectra. *"Working for Lectra for over 15 years, Holger has a deep experience and knowledge of Lectra's DNA, and is in a very strong position to support our customers in the digitalization of their processes."*

"Industry 4.0. started in Germany. Therefore, many companies are keen to adopt its principles in our region. Lectra is very well-positioned to support our customers in their transformation," says Holger Max-Lang. *"In my role, I am looking forward to a growing dialogue with our customers and prospects, to bring them a full understanding of the expertise we have built - and are building. We will leverage this expertise to boost our customers' competitiveness and generate higher added-value for their businesses."*

Holger Max-Lang joined Lectra Germany in September 2002 as a salesperson for automotive accounts. He then held diverse sales' roles in the region, including the position of Sales Manager for all Lectra markets in Central & Eastern Europe region, Russia. Since September 2017 Holger has held the role of Business Development Director, Automotive, with the responsibility to develop the leather cutting activity worldwide. Starting January 2018, Holger Max-Lang is the Managing Director of Lectra Central & Eastern Europe region, including Russia.

