

Nomination: Laurent Savelli becomes Chief Product Marketing and Development Officer of the mid-sized company, Berger-Levrault

Graduated from the University of Paris - Val de Marne, Laurent Savelli, 46 years old, has been appointed as Chief Marketing and Product Development Officer of the Berger-Levrault Group. He holds a Master's degree in computer science applied to management (MIAGE) and began his career in the world of start-ups, where he learned the application development business.

He then joined the Cegedim Group, where he spent 18 years exploring all the challenges of a software publisher in terms of product development, innovation and technology. For more than 10 years, Laurent Savelli supported the business of the company in the United States in Product Management positions at a broader level, and for the past three years as Chief Product Officer.



As a member of the Berger-Levrault Executive Committee, Laurent Savelli's main mission is to lead and coordinate the product strategy within the scope of the BL 2025 plan (which provides a five-year vision for the company and foresees a doubling of its revenues over this period), with a reinforced international dimension. He is responsible for the strategy and investment plans of the product portfolios and ensures that they are in line with the needs of the target markets and operating countries. His business skills and experience of the American software culture bring a new dimension and a new perspective to the international software business, which is of great value to the company.

"I am very happy to join the Berger-Levrault Group, which has a renowned culture and expertise in the market. Berger-Levrault is uniquely positioned to meet future challenges for its clients. I am particularly proud to support the Group in achieving the ambitious objectives of the BL 2025 plan and to strengthen its leadership position in software publishing over the long term, both in France and worldwide. "

About Berger-Levrault

Berger-Levrault, an international software publisher, supports private and public professionals in meeting the rising demands for increased performance and transformation of their businesses. With 51,000 clients and 1,900 employees in France, Spain, Canada, Morocco, Belgium and Italy, the Group works with local authorities and administrations, medico-social facilities, the hospital sector, companies, the industrial sector and the educational sector.

Berger-Levrault's ambition is to provide its clients and their users with the great potential of digital technology through service platforms at a time of massive data openings and smart interfaces. In 2020, the Berger-Levrault Group (headquartered in Boulogne-Billancourt, Paris) realized a revenue of €172 million, 20% of which was generated internationally. => <https://www.berger-levrault.com/fr/>