

## **Bruno Vaffier Appointed Chief Operating Officer of Cegid**

**Paris, June 17 2024 – Cegid, a European leader in cloud management solutions for professionals in the finance (treasury, tax, ERP), human resources (payroll, talent management), accountancy, retail and entrepreneurship sectors, announces the appointment of Bruno Vaffier as Chief Operating Officer (COO). Bruno Vaffier will report to Pascal Houillon, CEO of Cegid, and will join the company's Executive Committee.**

Bruno Vaffier's appointment coincides with a new phase of growth and development for Cegid. The company's 'Forward.ai' plan aims to pioneer the adoption of generative artificial intelligence in business management software solutions, delivering innovative & useful solutions that drive greater efficiency for its customers.

As Chief Operating Officer, Bruno Vaffier will lead the CFO Office – which oversees finance, IT, legal, M&A and purchasing departments. He will also lead the customer experience and customer care teams, and will be responsible for the operating and financial performance of Cegid's cross-functional Professional Services activities.



"I am very excited by the opportunity to join Pascal and the team to contribute to Cegid's next stage of growth. Cegid's commitment to Generative AI opens immense opportunities for our clients and I am looking forward to working with the COO Office on the execution of Cegid's Forward.ai strategic plan to accelerate the company's development in France and internationally. My focus will be on ensuring our customers have the best end-to-end experience and satisfaction, on pushing AI adoption to improve internal efficiency, and on conducting major transformation projects to support Cegid's business and financial performance. It is a privilege to join such a leader in the software space," said Bruno Vaffier.

With more than twenty years of experience, Bruno Vaffier was previously CFO of Webhelp from 2016 to 2020 before being appointed Managing Director, a position he held before joining Cegid. Bruno Vaffier previously also held various managerial positions at the Atos group for nearly fifteen years. He was then appointed CFO of Worldline Global, a subsidiary of Atos, a position in which he served from 2014 to 2016. Having worked for nearly five years in Madrid, his international experience in Iberia – a core market for Cegid – will be valuable in his new role.

"Generative artificial intelligence is Cegid's new DNA. It represents a profound change that paves the way for new growth opportunities for the company. Our strategic plan 'Cegid Forward.ai', launched last October, clearly and sustainably defines Cegid's aspirations for the coming years, marked by a major technological disruption. The acceleration of the adoption of our solutions by our 500,000 clients worldwide is accompanied by new needs. By investing heavily in the most cutting-edge technologies, such as generative AI, we continue our mission of useful innovation by contributing to defining the future of our clients' professions. Bruno Vaffier's experience will be highly valuable in ensuring and managing the implementation of our plan across each of our markets," states Pascal Houillon, CEO of Cegid.

"Bruno Vaffier brings a wealth of expertise to Cegid gained from more than two decades of experience in top management positions, focused on finance and operations in international industry leaders. Silver Lake is committed to continued, long-term support of Cegid's ambitious growth strategy as a European cloud software leader, and we are very excited to be working together with Bruno on accelerating this path even further," says Christian Lucas, Managing Partner of Silver Lake and Vice-Chairman of Cegid Group's Board of Directors.

Bruno Vaffier is a graduate of the École polytechnique and holds an MBA from the INSEAD Business School. He joined Cegid on June 10, 2024.

## About Cegid

Cegid is a European leader in cloud business management solutions for finance (cash-flow, tax, ERP), human resources (payroll, talent management), CPAs, retail and entrepreneurial sectors. With a solid full cloud business model, Cegid provides a long-term commitment to its customers, superior and distinctive experiences, and helps companies of all sizes accelerate their digital business transformation, locally and worldwide. Cegid combines a forward-thinking and pragmatic approach of the business with strong capacity to innovate, an in-depth expertise in new technologies such as artificial intelligence and an understanding of regulations and compliance. In today's rapidly changing world, Cegid makes more possible by helping customers unleash their potential thanks to innovative and purposeful business solutions.

Bolstered by its strong international ambition and reach, and its 500,000 customers, Cegid has 4,400 employees and sells its solutions in 130 countries. Cegid reported revenues of €852 million (as of December 31, 2023). Pascal Houillon has been the CEO since March 2017.

For more information: [www.cegid.com/en/](http://www.cegid.com/en/)

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