

Press Release

Hardis Group announces the appointment of Gwenaël Baetens as Reflex TMS offer Manager

Grenoble, April 26, 2016 – Hardis Group, a digital services company and software publisher, announced the appointment of Gwenaël Baetens as the Manager of the road transport operation offer, Reflex TMS.

In his new role, Gwenaël Baetens, 40 years old, will oversee all teams responsible for selling, developing (R&D), integrating and ensuring Reflex TMS support service, totalling twenty people. His mission will also be to manage relationships with existing technological partners and to develop new ones. Based in Lille, he is reporting directly to Florent Boizard, director of the logistics solutions business unit.

Gwenaël Baetens has over 15 years' experience in the field of logistics. He joined Hardis Group in January 2011, as Project Director focused on Reflex TMS. Before that, he worked for Castorama (from 2005 to 2010) and Kuehne Nagel (from 2000 to 2005) where he provided works management assistance or project management, for the deployment of different WMS or TMS on the market.

Gwenaël Baetens started his career in Decathlon. He holds a French Postgraduate Degree in Logistics Management and Transport Engineering from the University of Lille 1.

About Hardis Group

Hardis Group, a digital services company and software publisher, assists its customers in the transformation of their business model, their Supply Chain and their Information system. The company helps them become more competitive and increase their operational performance, creating and integrating business, technological and digital solutions tailored to their needs and issues.

With its dual positioning, Hardis Group has developed expertise in the areas of banking, insurance and e-health, distribution (CPG and luxury goods), industry and energy, logistics and transport services. This expertise now allows it to provide global responses, in an agile approach characterized by co-construction, innovation and continuous improvement.

Since its creation in 1984, the company has built its growth on a pragmatic approach and values of efficiency and firm commitment both to its 2,500 clients and its 730 employees (25 % of whom are also shareholders). In 2015, Hardis Group achieved a turnover of € 68.8 million. The Group has five offices in France: Grenoble (head office), Lyon, Paris, Lille and Nantes.

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