

## BRUNO LATCHAGUE

*Senior Executive Vice President, Global Field Operations  
(Americas), Industry solutions and Indirect channels*

### **2015**

SENIOR EXECUTIVE VICE PRESIDENT, GLOBAL FIELD OPERATIONS (AMERICAS), INDUSTRY SOLUTIONS AND INDIRECT CHANNELS

### **2014**

SENIOR EXECUTIVE VICE PRESIDENT, AMERICAS MARKET AND GLOBAL SALES OPERATIONS

### **2011**

EXECUTIVE VICE PRESIDENT, GLOBAL SALES STRATEGY AND OPERATIONS, 3DS VALUE SOLUTIONS

### **2007**

EXECUTIVE VICE PRESIDENT, PLM BUSINESS TRANSFORMATION

### **2000**

EXECUTIVE VICE PRESIDENT, DEVELOPMENT AND SUPPORT

### **1995**

EXECUTIVE VICE PRESIDENT, R&D, ARCHITECTURE AND MODELING TECHNOLOGY

### **1990**

DIRECTOR, CATIA PRODUCTS INFRASTRUCTURE

### **1984**

RÉGIE NATIONALE DES USINES RENAULT – MANAGER, CAD/CAM PRODUCT SUPPORT

### **1981**

CAPGEMINI SOGETI – MANAGER, CONSULTING SERVICES



# EXPANDING ORGANIZATIONS



Bruno Latchague has been instrumental in planning and implementing key transformations at Dassault Systèmes in R&D, service and, most recently, sales. While striving to promote an organic approach to change, he builds efficient, dedicated, responsive organizations and teams that can rise to the technological, creative and industrial challenges for which Dassault Systèmes provides solutions.

One of the creative forces behind the CATIA brand, Latchague has made wide-ranging contributions to the design and implementation of new methods for organization, operations and customer relations. [His work has been a vital component in the Company's technological breakthroughs.](#)

After working in the IT consulting domain and in the automotive industry as a CAD/CAM specialist, Bruno Latchague joined Dassault Systèmes in 1986 as Manager of CATIA Software Infrastructure. In conjunction with commercial development, Latchague supervised the implementation of CATIA V3 for companies such as Daimler, Honda and IBM. He also launched an expanded portfolio of CATIA applications.

In 1988, as Senior Manager of CATIA Industrialization and Maintenance, he implemented continuous-improvement processes designed to guarantee product quality.

In 1990, as Director of CATIA Products Infrastructure, Latchague was made head of CATIA brand development. He consolidated structural and human resources for rapid, sustainable growth just as Dassault Systèmes was launching its first digital mock-ups (DMUs). He expanded this mission to all Dassault Systèmes products in 1995, when he became Executive Vice President of R&D, Architecture and Modeling Technology. In 1999, Latchague oversaw development of the platform for the launch of the V5 architecture. He persuaded several major companies in the automotive and aviation industries (Chrysler, Daimler, Renault, BMW, Dassault Aviation, Boeing, etc.) to adopt the new Product Lifecycle Management (PLM) solutions.

[For many years Latchague has played an important role in enhancing the business culture and commercial power of Dassault Systèmes, both of which are crucial to the Company's expansion into new countries and sectors.](#)

In 2003, as head of Industry Solutions and then of Services, Bruno Latchague expanded the capacity of Dassault Systèmes

to understand and anticipate the technological and production challenges faced by other companies, and helped to adapt the Company's product offers to each sector.

From 2007 to 2010, he participated in the successful acquisition of IBM PLM, which has allowed Dassault Systèmes to take command of its entire distribution network. He monitored the integration of new teams and took charge of the direct-sales channel (Business Transformation) worldwide, thereby achieving heightened efficiency.

From 2011 to 2014, Bruno Latchague led strategy and operations for the three sales channels of Dassault Systèmes. His mission was to support the development of **3DEXPERIENCE®** and help diversify the geographic regions and business sectors of Dassault Systèmes, mainly by fostering cooperation among sales channels, consolidating the Company's partnership ecosystem and forging closer ties with local markets.

Since 2014, he has also spearheaded Dassault Systèmes development and operations in the Americas, an area primed for growth. Since 2015, he has headed the Value Solutions and Professional channels —the company's two indirect sales channels, and has taken the whole responsibility for the worldwide Industry organization in charge of addressing the specific needs of each of the 12 industries served by Dassault Systèmes.