

Dassault Systèmes Appoints Paul DiLaura Managing Director for North America

Company to Open West Coast Headquarters in Silicon Valley to Capitalize on High-Tech Convergence Across Key Industries

WALTHAM, Mass. — April 8, 2016 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced that Paul DiLaura has been named Managing Director of North America. DiLaura will be responsible for managing and growing all aspects of Dassault Systèmes' North American business operations and accelerating the adoption of the 3DEXPERIENCE platform.

Dassault Systèmes has 89,000 customers in North America and the region generates 30 percent of the company's total revenue. North American companies in all industries are adapting to the disruption fueled by customer demand for experiences instead of simply products. Examples of this disruption include the fusion of high-tech with all other industries, the reshaping of traditional boundaries between disciplines, the arrival of additive manufacturing and next-generation robotics, and the advent of advanced materials.

"This is an exciting time for North America, with a 'rebirth' of manufacturing and a steady stream of breakthrough innovations and world-leading technologies. North America has the largest GDP in the world and is a critical growth market for Dassault Systèmes. Paul is a seasoned executive who has played a lead role in helping customers such as Boeing, Tesla, [Faraday Future](#) and [SHoP](#) transform their industries with the help of our 3DEXPERIENCE platform and solutions while also building out our partner ecosystem," said Bruno Latchague, Senior Executive Vice President, Global Field Operations, Americas, Dassault Systèmes. "I look forward to working closely with Paul to help more companies leverage the 3DEXPERIENCE platform to power their business through innovation in the experience economy."

DiLaura will be based in Santa Clara, California at Dassault Systèmes' new West Coast headquarters. The headquarters will place Dassault Systèmes in the heart of Silicon Valley to help lead innovation with customers and partners in the area.

"North America is the birthplace of modern innovation for many of the industries we serve and I am honored to lead our great team here. Our 3,500 employees and 150 partners in North America are committed to helping our customers transform their products, content, services and business models at a rapid pace in order to compete effectively in today's global economy," said Paul DiLaura. "Our 3DEXPERIENCE platform and industry solutions bring together product design, simulation and information intelligence to help them collaborate and achieve their business goals. I will ensure our team and partners support this transformation and help our customers bring forth a new generation of innovation."

DiLaura joined Dassault Systèmes in 2005 and held a variety of roles, including managing Dassault Systèmes' relationship with Boeing, before being appointed Vice President of Sales for the Value Solutions Partner Channel in 2011. DiLaura holds bachelor's degrees in economics and history from the University of Michigan.

About Dassault Systèmes

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 210,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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