

## **François Bancilhon and Christian Frisch, Co-founders of C-Radar, join the Sidertrade Group's Executive Committee**

**Paris, France – 3 July 2017** – Sidertrade, dedicated Artificial Intelligence customer engagement platform, announces the appointment of Christian Frisch to the role of Group Technical Director and François Bancilhon to the role of Director of Public Affairs and Innovative Projects.

The announcement comes a few days after Sidertrade's acquisition of C-Radar, the start-up specializing in B2B Predictive Marketing.

As members of the Executive Committee, François Bancilhon and Christian Frisch will now work with Sidertrade on its growth strategy for Artificial Intelligence.

C-Radar CEO, François Bancilhon, holds a degree in Civil Engineering from the *École Nationale Supérieure des Mines* in Paris and brings with him sound entrepreneurial experience and a broad knowledge of the start-up sphere. His early career includes being a researcher at INRIA (French Institute for Research in Computer Science and Automation) and MCC (Microelectronics and Computer Technology Corporation) in the United States and a Professor at the University of Orsay. He has been involved in the set-up of several companies, including O<sub>2</sub> Technology and Arioso, where he served as CEO; Xylème and Ucopia, where he chaired the Supervisory Board; and Mandriva, a global software publisher for Linux Distribution. In January 2011, François Bancilhon joined forces with Christian Frisch to establish C-Radar (formerly Data Publica), a predictive marketing platform that empowers B2B companies to carry out market analysis and uncover new leads using a vast database of French company information.

François Bancilhon states:

*"I'm delighted to be joining the Sidertrade Group. The synergy of technology and teams Sidertrade and C-Radar share will allow us to throw open a wide field of new opportunities, all of which, I'm certain, will result in renewed growth for Sidertrade."*

Christian Frisch, Co-founder and CEO of C-Radar, is a graduate of the *École Polytechnique* and holds an MBA from INSEAD. His career began in R&D at iPin, an online payment start-up in San Francisco, California. He then became the Director of Product and Marketing Strategy with a software publisher, and after, he went on to define new international standards for data exchange and quality assurance before setting up C-Radar.

Christian Frisch states:

*"Sidertrade has developed a highly advanced Artificial Intelligence platform for the use of Marketing, Sales and Finance Departments. C-Radar's own technology will build on this and will now allow us to create group-wide, the first-ever total Business Intelligence solution for companies."*

Oliver Novasque, Founder and CEO of Sidertrade, states:

*"François and Christian are joining Sidertrade Group's Executive Committee at a key moment in our company's development, in the wake of our successful acquisitions of the three start-ups, BrightTarget, Iko System and C-Radar. Their highly recognized skills, added to the experience they've gained through the highly performing tech companies they've been involved with, will mean we can strengthen our technology base and hasten completion of our ambitious project goal in the field of Artificial Intelligence. The integration of C-Radar with the Sidertrade Group's other entities means we can take a big leap forward in the AI arena for B2B sales and revenue generation. Our ambition is to open up the use of AI to every company by means of our platform, so that they can get the full benefit of Artificial Intelligence across the entire customer relationship cycle and be able to do all this in within a matter of weeks."*

### **Sidertrade Contact**

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*In case of a discrepancy between the French and English versions of this press release, only the French version should be deemed valid.*

### **About Sidertrade ([www.sidertrade.com](http://www.sidertrade.com))**

Sidertrade (EURONEXT GROWTH: ALBFR.PA) is the most compelling A.I. Software Company shaping the future of Customer Engagement and empowering Marketing, Sales and Finance people to grow sales and accelerate cash. Seamlessly integrated with existing CRM and ERP, Sidertrade leverages Artificial Intelligence to disclose untapped new business opportunities, increase upsell, reduce churn, predict customer payments and accelerate cash flow generation. Over 1,500 companies, of all sizes and sectors, in 80 countries, employ AI Sidertrade solutions for sustainable growth.

Sidertrade enables a new level of collaboration between Marketing, Sales, Finance, and Customer Service teams to accurately evaluate, predict and increase customer performance and secure competitive advantage.

With its Artificial Intelligence platform, Sidertrade use predictive data science to take the guesswork out of the customer relationship.

The advanced use of machine learning and human collaboration empowers businesses to proactively improve operational effectiveness of the end-to-end customer cycle via smart sales prospecting, streamlined cash collection and case management processes.

For more information, visit [www.sidertrade.com](http://www.sidertrade.com) and follow us on Twitter @Sidertrade.