

## Mark Sheldon appointed CTO of the Sidetrade Group

**PARIS, France – 31 July 2019 | Sidetrade (Euronext Growth: ALBFR.PA), software vendor of an Artificial Intelligence platform dedicated to the B2B customer lifecycle, announced today the appointment of Mark Sheldon as Chief Technology Officer of the Group, and as a new member of the executive committee. This appointment corresponds to the Group's accelerated international development strategy.**

In November 2016, Sidetrade acquired a British startup called BrightTarget, a pioneer in the field of machine learning applied to predicting and growing revenue from existing B2B customers. This startup was described by leading independent research firm Forrester as a key player in their market. Co-founder of BrightTarget, Mark Sheldon became the Technical Director of its product line, now an essential component of Sidetrade's Sales & Marketing AI platform. He contributed to its integration into Sidetrade's overall offer and supervised its development from the Birmingham office.



A major contributor to technical convergence at Sidetrade over the last two years, Mark Sheldon is now responsible for supporting the Group's growth with an ambitious global R&D strategy. The R&D, Testing & Quality, Operations, Support and internal IT teams for all Sidetrade Group's product lines now report directly to him. Mr Sheldon's mission is to enhance technical processes and security and to optimize implementation of the innovation plan, from product design to delivery and support in production.

“Our main challenges are now to converge our three product lines and to make our organization even more agile. We must become more scalable and plan ahead for international expansion.”, said Mark Sheldon. “I am convinced that the technical excellence and desire to drive innovation within our teams, will both serve Sidetrade's strategic vision and our customers' specific business needs.”



Beyond his proven technical and managerial skills in R&D, Mark is a true entrepreneur. Focused on innovation and pragmatism, he pursues a product vision which perfectly meets market expectations. It's a pleasure to welcome him to Sidetrade's executive committee”, said Olivier Novasque, CEO of Sidetrade.

Today, Sidetrade has 1,500 corporate customers in 80 countries, and over 250,000 users worldwide.

### Investor relations

Christelle Dhrif  +33 6 10 46 72 00  cdhrif@sidetrade.com

### Media relations

Daniel Blackman  +44 (0)7745 299 669  dblackman@sidetrade.com

### About Sidetrade ([www.sidetrade.com](http://www.sidetrade.com))

Sidetrade (Euronext Growth: ALBFR.PA) accelerates growth by laying the cornerstones of the customer journey: acquisition, upsell/cross-sell, churn reduction, and payment acceleration. Integrated with your CRM and your ERP, Sidetrade's revolutionary AI system called Aimie reveals unseen factors that can generate leads, drive new sales opportunities, improve retention and shorten payment delay. Over 1,500 businesses in 80 countries use Sidetrade technology to give their Marketing, Sales and Finance teams a competitive edge on their markets.

For further information, visit us at [www.sidetrade.com](http://www.sidetrade.com) and follow us on Twitter @Sidetrade.

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