

Lectra appoints John Brearley as President of the Americas

Paris, September 15, 2025 – **Lectra, leader in industrial intelligence technology solutions for players in fashion, automotive, and furniture, announces the appointment of John Brearley as President, Americas, effective October 1, 2025. He becomes a member of the Group's Executive Committee.**

Lectra currently operates in 31 countries in the Americas region, with 400 employees in 7 locations – including Tolland, one of the Group's three production sites – and more than 8,000 customers. The Americas play a crucial role for Lectra, contributing to 33% of the Group's sales in 2024 and serving a diverse portfolio of customers in the fashion, automotive, and furniture industries, as well as in other industries.

*"We look forward to John Brearley continuing his impactful journey within the Group as he steps into this pivotal leadership role", says **Daniel Harari, Chairman and Chief Executive Officer of Lectra.** "With his extensive experience in the industry and a proven track record of leading our teams to support our customers and drive growth in Lectra's recurring business, John is well-positioned to lead our Americas teams toward accelerated growth, strengthened customer relationships, and achieve our strategic objectives."*

Throughout his 40-year career, John has played an instrumental role in shaping a responsive, customer-centric culture within the organizations he has served. He began at Investronica where he managed the business in the UK, before moving to the US in 2001 to lead the North American division. Following Investronica's acquisition in 2004 by the Lectra group, John took over the responsibility of growing the Consumables and Parts activity. His expertise in customer relations earned him the role of Vice President of Customer Care for Lectra Americas in 2007. In 2020, John was promoted to Senior Vice President of Customer Success for the region.

"It is an honor to take on this new role at such a strategic moment for Lectra and our customers in the Americas", says John Brearley. "My focus will be on supporting customers and ensuring that we empower them not just to meet the challenges of Industry 4.0, but to thrive—growing more resilient, agile, and sustainable through every step of their digital transformation."

About Lectra:

At the forefront of innovation since its founding in 1973, Lectra provides industrial intelligence technology solutions—combining software in SaaS mode, cutting equipment, data, and associated services—to players in the fashion, automotive and furniture industries. With boldness and commitment, Lectra accelerates the transformation and success of its customers in a world in perpetual motion thanks to the key technologies of Industry 4.0: AI, big data, cloud and the Internet of Things.

The Group is present in more than one hundred countries. It operates three production sites for its cutting equipment, located in France, China and the United States. Lectra's 3,000 employees are driven by three core values: being open-minded thinkers, trusted partners and passionate innovators. They all share the same concern for social responsibility, which is one of the pillars of Lectra's strategy to ensure its sustainable growth and that of its customers.

Lectra reported revenues of €527 million in 2024, including €77 million coming from its SaaS offerings. The company is listed on Euronext, and is included in the CAC All Shares, CAC Technology, EN Tech Leaders and ENT PEA-PME 150 indices. For more information, please visit [lectra.com](https://www.lectra.com).

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