

Press release

Softway Medical Group, market leader in digital healthcare solutions announces the appointment of Guillaume PASCAL as deputy CEO of the Group. This appointment is part of an ambitious international expansion strategy.



Reporting to Patrice TAISSON, Chairman of Softway Medical Group, Guillaume PASCAL will **pursue the Group's transformation and accelerate its growth.**

« Guillaume has a proven track record in the world of technology with the leadership and **strategic vision to lead our teams towards new horizons.** He is driven by the same passion, pragmatism and humility as the founders of Softway Medical Group. His experience and skills will be invaluable assets **in guiding the company through a new phase of its development.** » states Patrice TAISSON.

About Softway Medical Group

Empowering Healthcare's Evolution

At Softway Medical Group, we have a clear vision for the evolving healthcare landscape. We don't just react to change, we anticipate it and sometimes even shape it. Leveraging our expertise, we turn tomorrow's practices into today's solutions.

We do this by fostering innovation and empowering the evolution of practices. This allows healthcare professionals to become more efficient, and patients to take an active role in managing their own health.

At Softway Medical Group, we are visionary pragmatists.

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His expertise will enable Softway Medical Group to take the next step in its journey as it looks toward new geographies and new strategic territories such as **Preventive and Predictive Medicine, Homecare, Data Management and Artificial Intelligence.** The desire and intention to offer healthcare professionals ever more effective solutions for the ultimate benefit of patients has never been stronger.

« *Since my arrival, I become more aware every day of the passion for the world of healthcare and the winning spirit that drives the Group's teams. The fundamentals are sound, the employees are committed, growth is strong and sustainable, innovation is daily, and the outlook is bright. It is a fantastic opportunity to join such a team and I am delighted to be a part of this project in such a noble and inspiring industry* » adds Guillaume PASCAL.



A seasoned international executive to support a new phase of expansion

Guillaume PASCAL is an accomplished professional in technology, solutions and digital transformation. A French national, he has 30 years' experience in international groups such as Esso, Gemplus/Gemalto and Ingenico/Worldline. After starting his career in product management, marketing and sales, he has spent the last 10 years as Managing Director of countries, regions and global Business Units.

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