

Interview

Lydie MACH



Tell me about yourself?

I come from the South of France, where I grew up, near the Spanish border. I completed my Master's degree in International Business while also working for a company for the last two years. After that, I left a few months for a job in London. Since 2006, I have been working for Vision numeric, where I am in charge of export sales mainly in direct in various countries ; some from Europe, others from South America or Asia... I also follow various resellers in Brazil, India, South Africa...

What experience do you have in this field?

I have always been working for innovative companies, mostly positioned on the high-end of their markets. Companies developing patents and technology products. I used to work with European or international markets, travelling to tradeshows and to test/approve products or pieces for example.

What brought you to work with us?

I particularly like innovative products, the curiosity and interest they generate towards professionals. Type3 and 3DESIGN are exactly in this range of modern solutions targeted towards a professional clientele. It is true it's really motivating to bring exclusive solutions to the market and initiate customers to novelty. Besides, the « start-up » spirit Vision numeric has kept through the years is really interesting and our company is clearly reactive to the market's needs. Our products and work methods keep on evolving, and that's really exciting.

Tell us about the most fun you have had with us?

I remember my very first 3DESIGN demonstration when I have been working for Vision only for 10 days. I barely knew all the products and tools. Despite this and after an hour of demonstration, my prospect was enthusiast and bought a complete package! Our CEO thanked and encouraged me with a bottle of champagne, wow! It was really encouraging!

What is your next big challenge?

My job is very interactive and that is a real advantage to build customer relationships. It allows me to create and maintain a good connection. We are planning regular online meetings through new communication tools, that allow professionals to discover and exchange about our solutions. In 2010, we will also focus on our Education program and on Type3 CAA V5 Based, our add-in for CATIA (Dassault).

My next challenge is to demonstrate the point of investing in CAD technology and convert jewelers and engravers to our technology. All the indicators show today that these modern tools are a strategic advantage for those professionals who want to expand their business and grow, no matter the size of their structure or their home country.

