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TXT Retail accelerates expansion in the Asia-Pacific region

TXT Retail, the first mover and leading provider of End-to-End Merchandise Lifecycle Management solutions for the Luxury, Fashion and Specialty Retail sectors, accelerates its expansion in the Asia-Pacific (APAC) region by further strengthening of the team.

TXT Retail has appointed sales, consulting and project delivery leaders to bolster business development and operations in the region, including both external hires with local expertise as well as internal transfers. This mix ensures a balance between localized domain knowledge and deep understanding of TXT Retail solutions, both critical to long term success.

The recent additions include four senior appointments:

- **Elaine Jiang**, Sales Director, Greater China
- **David Sheekey**, Retail Planning Director
- **Marcus Newman**, Professional Services Director
- **Matteo Pulze**, Solutions Director

Commenting on these new appointments, **Zaki Hassan, Regional Vice President Asia**, said: "With the support of TXT Retail's executive leadership, Asia Pacific has been given the privilege of adding some of the sharpest talents in the industry. These additions come at a time of significant growth opportunities in the region. Global expansion and the digital transformation in retail have further increased the demand for our Merchandise Lifecycle Management solution, as well as for our team of retail experts to help with this extreme change."

TXT Retail has regional offices in Singapore, Hong Kong, and Sydney. The past 12 months have been remarkable period for TXT Retail with important contracts in China, Hong Kong and India.

Hassan concluded: "Asia-Pacific is a strategic market for TXT Retail. Since 2015, with the opening of our Hong Kong and Singapore offices we have added key deals throughout the region, including DFS, Future Group in India and Auchan China, whilst expanding our presence in Australia. Our growing customer base and efforts in further strengthening our local team reflect our constant commitment in APAC".

About TXT Retail

TXT Retail is the first mover and leading provider of End-to-End Merchandise Lifecycle Management solutions for the Luxury, Fashion and Specialty Retail sectors. The TXT Retail solution is based on a flexible platform, is easy to use and to adopt and encompasses the full spectrum of activities in planning, designing, buying, distributing and delivering assortments through every stage of their lifecycle. TXT Retail projects leverage the TXT AgileFit processes, best practices and reference applications, thus ensuring high quality and fast benefit generation. TXT Retail counts on more than 300 retail specialists and serves more than 300 customers worldwide, including leading global players such as adidas, Arcadia Group, Auchan, Bata, Build-A-Bear Workshop, Camper, Carphone Warehouse, Desigual, DFS, Dior, Furla, Future Group, Geox, GiFi, Guess, Ecco, Lacoste, Loewe, Louis Vuitton, Miroglio, Moncler, Monoprix, Orsay, Pandora, Safilo, Sephora, Sonae, Starboard Cruise Services, Takko, Tesco, Tod's, Urban Outfitters. TXT Retail Global Headquarters are in Milan, Italy with offices in Australia, Canada, France, Germany, Hong Kong, Italy, Singapore, Spain, United Kingdom and United States. TXT Retail collaborates with selected specialized partners worldwide.

TXT Retail is part of TXT e-solutions, a company listed on the Italian Stock Exchange (TXT.MI)

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