

RUBIX S&I strengthens its top management team to successfully support its dynamic international growth

Philippe Dumont, Lucas EliceGUI and Didier Lahay were nominated on September 1st 2020 to Rubix S&I Executive Committee, respectively as Chief Operating Officer, Chief Marketing Officer and Chief Technology Officer. They will bring their expertises and experiences in order to support Rubix SI growth and strong ambitions in Europe as well as in the US and in Asia where the company already operates. They will help leading the company into the scaling-up process and secure the ongoing acceleration from business, technical and organizational stand points and will further strengthen the current executive committee.

Philippe Dumont (57 yo), holds a computer engineer degree and joined Cisco in 1998 as the 5th employee of the customer success division, he took ever growing responsibilities in the sales area at the French, European and worldwide level. In 2015 Philippe was appointed Cisco France Deputy General Manager with the responsibility of more than 1B€ turnover and 550 employees. Lately he was mentoring tech start-ups to make them benefit from his experience. He will help to organise the scaling up of the organization and will be responsible as well for all the worldwide sales including pre-sales, business development and customer success.

Lucas EliceGUI (45 yo), as a telecom engineer, started his career in 1999 as a research engineer at Motorola and then evolved towards other functions such as mobile devices platform architecture and strategic marketing. He founded in 2009 a tech start-up in the field of energy management that he sold to Greenflex in 2014 (500p company, 500M€ turnover, acquired by Total in 2017) where he spent the last 5 years as Innovation and Strategic Marketing Director. He was a member of Greenflex's executive committee. Lucas published several research articles and holds 10 patents. Lucas will be in charge of both strategic marketing - product definition, monetization and operational marketing - mix marketing, digital strategy, communication.

Didier Lahay (49 yo), after graduating from electronic and computer engineering school, started as an embedded software engineer at Alcatel in the field of mobile devices. Then he joined Wavecom, first as a project manager and took after responsibilities of all software platforms. He pursued his career at Sierra Wireless and was lastly Cloud and IoT solutions Director. His duties included managing development projects as well as pre-sales and business development. His duties include managing development projects both hardware (sensors) and software (platform and data processing).

« I am delighted to welcome Philippe, Lucas and Didier to the Rubix Executive Committee. They demonstrated throughout their careers strong strategic technical and operational skills that would be key assets for the company growth. They are taking up the challenge of joining Rubix and participate in the next phase of growth: scaling-up the company! » - **Jean-Christophe MIFSUD** – CEO

About RUBIX Senses & Instrumentation:

RUBIX S&I is a company developing connected devices able to monitor different forms of indoor and outdoor pollution with a portfolio of micro-sensors and algorithms in order to improve security and wellness at work. The company's team cumulates more than 100 years of experience in the field of sensors with a particular expertise in gas sensors, COVs and odors.

Globally RUBIX S&I is a leader in the wellness and comfort monitoring sector, utilizing online cartographies of physical, chemical and biological pollution in and outside buildings. RUBIX S&I also uses its expertise to develop bespoke miniaturized multi-sensor modules used for the environment, smart buildings and health sectors.

www.rubixsi.com