

## AI firm Sidetrade appoints Rob Harvey as new Chief Product Officer

### The new driving force behind Sidetrade's innovative AI product strategy

**London, United Kingdom – 8 September 2020** | Sidetrade (Euronext Growth: ALBFR.PA), the artificial intelligence platform dedicated to accelerating company revenue and cashflow, adds to its senior leadership team.

In its drive to provide businesses with digital technology to revolutionise their order-to-cash processes, AI leader Sidetrade has appointed Rob Harvey as its new chief product officer and a member of the firm's executive committee (ExCom).

Commenting on his appointment, Mr. Harvey said:

*"I am thrilled to join such a talented product team dedicated to staying ahead of the curve and providing added value to our customers. This means investing in the latest AI technology, and delivering customer-centred solutions that are connected, collaborative, and configurable".*

Mr Harvey, also known as Bobby to his colleagues, will oversee Sidetrade's product lifecycle, from strategy and development, through to launch. He will work hand-in-hand with Sidetrade's chief technology officer Mark Sheldon to align development and business teams on innovative products which businesses need to prosper in today's world.

Olivier Novasque, founder and CEO of Sidetrade, said:

*"Bobby understands customer expectations like no one else! He brings boundless creativity and immense business expertise to everything he does for Sidetrade. We're delighted to have him on the ExCom".*


Mr. Harvey has worked at Sidetrade since 2012 in a number of leadership roles, most recently as global head of sales operations. Initially appointed as a customer success and presales consultant for the UK, he became head of presales in 2015, building teams in France, the UK, and the Netherlands. In 2018, he was appointed head of sales operations & enablement, extending his role to full sales support. Mr. Harvey has over 22 years' experience in order-to-cash. Before joining Sidetrade, he held senior positions at Accenture, Verizon, and Orange Business Services.

The announcement follows a Q2 of record growth for Sidetrade. Mr. Harvey said:

*"Q2 was an incredible quarter for us, the best in Sidetrade's history. This performance is even more rewarding as it was achieved in an unprecedented economic crisis, where most companies are in recession."*

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#### About Sidetrade ([www.sidetrade.com](http://www.sidetrade.com))

Sidetrade (Euronext Growth: ALBFR.PA) accelerates company revenue and cashflow. Its Artificial Intelligence, Aimie, is able to recognize and anticipate customer behaviour in order to recommend the best strategies for sales and finance teams in real time. Aimie reinforces three pillars of the customer journey: sales development, loyalty, and collection speed. Sidetrade has a global reach, thanks to its 250 talented employees based in Paris, London, Birmingham, Dublin, and Amsterdam. Used in 80 countries, Sidetrade's technology enables more than 2,700 businesses of all sizes and from all sectors to be more competitive.

For further information, visit us at [www.sidetrade.com](http://www.sidetrade.com) and follow us on Twitter [@Sidetrade](https://twitter.com/Sidetrade).

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