



Press Release



September 2021

Qualifio appoints Quentin Paquot as new CEO

7th September, 2021: Qualifio, the innovative Belgian technology scale-up, has today announced that it has appointed Quentin Paquot, as the organisation's new CEO. Olivier Simonis, co-founder and CEO of Qualifio since it was launched in 2011, is stepping down from his position, but remains active within the company as Chairman of the Board.

At 35, Quentin Paquot has spent the majority of his career at Qualifio. He joined the company in 2014 as an Account Manager, before becoming Sales Director, COO, Co-CEO and now CEO. In his new role, Paquot will be responsible for consolidating the strong growth and diversifying its technological offering.

Olivier Simonis, co-founder of Qualifio and outgoing CEO explains: "After 10 years, it seemed healthy and positive to bring a new energy and a new dynamic to the job of CEO at Qualifio. Quentin is full of energy and is highly appreciated by our customers and our team. He fully embodies the values of the company and will be able to meet all the challenges that lie ahead. We have worked hand in hand for 7 years, so handing over the baton to him was very natural and progressive".



With offices in Louvain-la-Neuve (Belgium), Paris, Amsterdam and Madrid, Qualifio is the leading European technology platform for interactive marketing and data collection. The tool allows media companies and B2C brands from several sectors, such as retail, sport and FMCG, to engage with their online communities and collect data. Big names such as Nestlé, L'Oréal, PSG, Dixons Carphone, Unilever and Purina are among Qualifio's active customer base. The company now aims to diversify its offer and to launch from the end of this year a new product that will focus on the loyalty of digital communities and is complementary to their existing platform.

Quentin Paquot, the new CEO at Qualifio, explains: "We're at a very exciting stage for the company. We are growing steadily in several European markets and we are currently preparing for the launch of a new product, complementary to the one we already offer. The team that we've built over the last few years is very talented and is ready and raring to go for our next challenge: transforming Qualifio into a multi-product software company. This will open the door to new opportunities for internal growth and of course new recruitments, mainly for our headquarters in Belgium.

"The direction that the digital marketing market has taken in the last few years is massively in our favor. Qualifio has become a must-have solution for many B2C companies. Thanks to Qualifio, they can collect data in compliance with current regulations and improve their customer knowledge in order to optimize the efficiency of their marketing actions through personalization."

About Qualifio

[Qualifio](https://qualifio.com) is the market-leading SaaS platform in Europe for audience insights, data collection and interactive marketing. Qualifio users can easily create and publish their interactive content (quizzes, games, surveys, polls and over 50 other innovative formats) on all their channels. The platform enables B2C brands and media companies to engage with their online communities, and is used by over 400 companies in Europe. Qualifio has been ranked in Deloitte's Technology Fast50 for 3 consecutive years, and is considered as one of the fastest growing technology companies in Belgium. Their customers include: PSG, LOSC, Purina, Dixons Carphone, DPG Media Services, D'leteren, Delhaize, Unilever, Nestlé and L'Oréal.

To find out more, visit <https://qualifio.com>

For more information, please contact **Felicity Still** on **+32 492/68.85.76** or by email to felicity.still@qualifio.com.