

## Linxens appoints Vincent Gourmelen as Government Marketing Director

***Linxens, global specialist in the design and manufacture of secure electronic components, appoints Vincent Gourmelen as Government Marketing Director.***



After graduating in Business Administration (ESSEC Business School, Paris) and International Business (Grenoble Graduate Business School), Vincent Gourmelen specialized in Advanced Industrial Marketing Strategy (INSEAD) in Singapore.

He has acquired solid international experience (Hong Kong, UK) in government identity solutions as Bid Manager and Product Manager for a major provider of secure identity products.

This appointment is part of Linxens' strategy to strengthen its leadership in its core sectors of banking, telecommunications and, particularly, government. Vincent Gourmelen's background in innovative product development, bid preparation and project management (technical proposal, cost calculation) in the field of identity solutions for passports, ID cards, driving licences, etc., will be a key asset in harnessing technological innovations and reinforcing Linxens' position in this rapidly changing sector.

*"The government market requires extensive knowledge of the decision chain and forward-thinking to keep one-step ahead of technological advances. Vincent's specific experience in secure identity products will be a major support for the growth of Linxens' government business. The government market is extremely important for the company; our products are already recognized, they meet all the requirements of flexibility and reliability and our production facilities benefit from an EAL 6 certification, a recognized evaluation system in our industry"* expresses Franck Germain, Vice President Marketing, Linxens.

*"I am extremely proud to join Linxens, a company renowned for supplying reliable and durable products to the government identity market world-wide. I look forward to bringing my experience and knowledge to the task of shaping our global product positioning strategy in this sector and developing the appropriate marketing blueprint,"* comments Vincent Gourmelen.

**Press contact: Agence Elektron**  
Alicja Prod'homme / Elektron Agency  
06 50 17 54 91 / [alicja@elektron-presse.com](mailto:alicja@elektron-presse.com)

### **About Linxens:**

Linxens is a global leading technology company. With more than 30 years' experience in the electronics industry, Linxens leverages on the expertise and know-how of its 3000 talents to design and manufacture flexible electronics in reel-to-reel format for smart cards, and RFID antennas.

A specialist in the manufacture of secure electronic components for smart cards, Linxens' solutions are used worldwide in various applications in markets such as banking, telecoms, government and healthcare, and to ensure access control, asset tracking, authentication and identity.

With production sites and R&D centers in Europe and South-East Asia, Linxens is the partner of choice to accompany clients in developing customized solutions or ensuring large-scale production anywhere in the world, for any market.

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