



Press release

PrestaShop Hires Global Director of Corporate Communications

Communications leader hired to support international growth in the user community



Paris, November 5, 2014 – PrestaShop, an industry leader in open source solutions for ecommerce, today announces the appointment of Sandra Fernandes as the Global Director of Corporate Communications. In this role, Sandra will manage all corporate communications, public relations and global events. She will report to PrestaShop’s CMO, Leah Anathan.

PrestaShop has one of the world’s largest open source communities exclusively dedicated to ecommerce technology. With 700,000 members located all over the world, the community is exceptionally active and includes a mix of e-merchants, web agencies and developers.

The company is forecasting 35% growth in the user base and 200,000 active ecommerce stores in 2014. PrestaShop also recently announced expansion plans throughout Europe.

“With double-digit growth in the user base and plans to expand into five new countries in 2015, this Global Director of Corporate Communications position is a critical role for our company,” said Leah Anathan, CMO of PrestaShop. *“I’m absolutely delighted to have Sandra join our team. Her deep experience running global communications campaigns will benefit the entire PrestaShop community.”*

Sandra is the former Vice-President and Partner at the international media relations agency Open2Europe. During her 9 years with Open2Europe, she led the teams for clients such as Unicef, Qatar Airways, Vente-Privee.com, Neolane, Epson and Casio. Sandra started her career working for the Finnish institute in Paris, and the French Center for Social Science Research (Cefres) in Prague. She is fluent in French, English, Spanish and Portuguese.

“PrestaShop will grow and evolve, but our number one focus will always be the user community,” said Benjamin Teszner, CEO of PrestaShop. *“Sandra will help PrestaShop to engage more effectively with our community, both online and at events located around the world.”*

About PrestaShop

PrestaShop was founded in 2007 with a mission to provide world class ecommerce software for free through open source innovation. Today more than 200,000 ecommerce stores run on PrestaShop technology. The company provides software that enables users to have a fully functional online store at the lowest cost possible. The PrestaShop open source community includes 700,000 merchants, developers and web agencies from around the world. PrestaShop is the proud winner of the 2014

Best eCommerce Solution for SMB, from CMS Critic. PrestaShop has offices in the US and France, and is funded by XAnge Private Equity, Seventure Partners and Serena Capital.

For more information, please visit www.PrestaShop.com



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