

Sogelink announces two strategic appointments to accelerate its transformation and its growth at the European level

Lyon, June 2026 — As part of OneLink, its strategic plan to accelerate the digitalization of the infrastructure professions in Europe, Sogelink, the European leader in construction tech, is announcing two appointments to its Executive Committee. These appointments reflect the group's determination to structure its organization around its growth priorities: strengthening the customer experience, accelerating technological innovation and deploying an ambitious product roadmap across all its European markets.

Isabelle Pré appointed Chief Marketing Officer

Sogelink announces the appointment of Isabelle Pré as Chief Marketing Officer and member of the Executive Committee. The creation of this position marks an important milestone in the group's transformation: it reflects the decision to place marketing at the heart of the strategy, as a lever for growth and for enhancing the brand's presence at the European scale.

A graduate of the Institut Supérieur de Gestion and the London Business School, Isabelle brings solid experience in technology B2B marketing, built over more than two decades in demanding international environments. After several marketing leadership roles at Alcatel-Lucent and then Alcatel-Lucent Enterprise, she joined Sage in 2015 as VP Marketing & Communications for Southern Europe. For nearly ten years, she led the go-to-market of its offerings around three focus areas: product innovation, performance marketing and brand development. She joined Sogelink in March 2026.

In this role, Isabelle Pré will be responsible for structuring the group's marketing strategy, strengthening proximity with users and supporting the reach of Sogelink's solutions across its various European markets.

"Construction Tech is entering a new era, driven by AI and data. My ambition at Sogelink: to make marketing a true lever for growth, as close as possible to our users and our markets." - **Isabelle Pré, Chief Marketing Officer, Sogelink**

Maxime Videmann appointed Managing Director France

Sogelink announces the appointment of Maxime Videmann as Managing Director France and member of the Executive Committee. The creation of this position reflects the group's ambition to strengthen its foothold and operational excellence in the French market, while accelerating the rollout of OneLink to its customers.

A graduate engineer from the École des Mines and holder of an MBA from HEC Paris, Maxime Videmann brings more than twenty years of experience in the development and transformation of technology companies. After beginning his career at Accenture, he held several leadership positions within leading groups: at Altice Télécom (RED by SFR), Solocal, and then Sellsy, where he most recently served as Chief Revenue Officer. Throughout his career, he has developed recognized expertise in commercial strategy, go-to-market transformation and product development, both in France and internationally.

In this role, Maxime Videmann will be responsible for steering Sogelink's operations in France, strengthening operational excellence and pursuing the development of a

“Sogelink holds a unique position in the rapidly changing construction and infrastructure sector, where digitalization and artificial intelligence are creating considerable opportunities and constitute an essential lever for performance and operational efficiency for all players in the sector. As Managing Director France, my priority is to accelerate innovation, simplify our offerings and improve our customers' experience. By placing operational excellence and innovation at the heart of our strategy, we will create lasting value for our customers, our teams and the group.” - **Maxime Videmann, Managing Director France, Sogelink**

Supporting the ambitions of OneLink

Unveiled in March 2026 at BIM World, OneLink embodies Sogelink's new strategic ambition: to offer a smooth, connected experience to all the players involved in the construction and maintenance of public infrastructure, thanks to solutions that are ever more collaborative, intelligent and centered on field usage.

Driven notably by artificial intelligence and the exploitation of data, this strategic plan aims to support industry professionals in the face of ever more complex regulations, while enabling them to gain in efficiency, precision and productivity.

“These appointments reflect a new stage in Sogelink's transformation. With OneLink, our ambition is to strengthen our organization to better support our customers, accelerate our innovation and continue our development in Europe”, says **Antoine Dumurgier, CEO of Sogelink.**

About Sogelink

Sogelink is a publisher of software, cloud and mobile solutions that has been supporting the digitalization of the construction sector for 25 years. Sogelink aims to simplify construction for everyone around the world, and offers each player in the sector (design offices, land surveyors, topographers, construction companies, local authorities, network operators, social housing landlords, etc.) an innovative and efficient approach to digital transformation, building data and urban information modeling. The group operates across the entire value chain, from the design of a project through to its operation via its digital twin. As the leader in Construction Tech in Europe, Sogelink also continues its international development and today has 18,000 customers and 220,000 users.

www.sogelink.com