

Lingway Names New Sales Director

Lingway, a specialized search engine company, announces that it has named Etienne Normier Sales Manager of the company. The job will entail sales development, the marketing of Lingway's various offers, as well as the setting up partnerships with software providers and integrators, among other activities.

"I am very pleased to welcome Etienne on our team. The skills he acquired as project manager of a leading IT service provider and his expertise in linguistic technology will enable us to develop our sales in France and abroad, in particular with key accounts, but also with integrators likely to include our semantic components in their services offer," says Bernard Normier, Lingway's CEO.

A specialist in large documentary and linguistic projects

Etienne Normier, age 55, holds a degree in systems engineering and a Master's Degree in Chemistry. He began his career as a technician and sales engineer in the field of chemistry and biochemistry, first at the French Atomic Energy Commission, then at Technicon. Eight years later, in 1982, he entered the IT business as a software engineer at ERLI (Linguistic Engineering Study and Research)

He then worked for 16 years on information search projects based on linguistic technology at ERLI and GSI-Erli (a company specialized in linguistic engineering), developing major projects such as the natural language interface for France Telecom's E-Directory. In 1997, he was named Director of Consulting and Services for the software provider Lexiquest, where he was responsible setting up the before and after-sales service teams in the U.S.

In 2000, Etienne joined Valoris, now part of the Sopra Group (a European systems consulting and integration group) where he served as manager for a number of portal integration and content management and collaborative work application projects for companies such as Areva (federation of its websites), the Paris Chamber of Commerce (setting up of a knowledge management portal), the insurance company MAIF (development of its new website), the Hauts de Seine Regional Council (implementation of collaborative work application), Equant (creation of an Extranet portal), France Telecom (implementation of a client portal in the context of an e-CRM project)...

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