



## **BIOGRAPHY**

### **Guillaume Otrage Director of sales and business development 3DVIA, Asia Pacific Dassault Systèmes**

Guillaume Otrage joined Dassault Systèmes in 2006 as Director in charge of business development and sales for the 3DVIA brand for Asia Pacific.

Guillaume has a strong track-record in driving new technologies to markets over the past 10 years. He started his career in Singapore in the mid 90's establishing sales channels for marketing of 2d/3d visualization products for the corporate and TV markets, then continuing with product management of specialized high-performance 3d interactive graphics hardware and software. In the recent years he was managing the French subsidiary of the ORAD group, a leader in virtual 3d imaging for the entertainment/industry markets, for whom he developed a worldwide activity of visualization cluster middleware, in partnership with major manufacturers such as HP and NVIDIA. Key customers such as Peugeot, Volkswagen, British Aerospace, and Northrop Grumman largely adopted ORAD's visualization middleware.

Since his arrival in Dassault Systemes, the sales revenues for the 3DVIA activity grew in a "triple digits" order of magnitude. He developed relationships with Matsushita Electronics, Sony Entertainment, Universal Games, who are among the key users of 3DVIA products in the region. His key professional interest is in the search of unique values for the client, combining technological innovation and pragmatic business models, as well as leading passionate sales and marketing teams to evangelize new product and services.

Guillaume Otrage holds a dual American-French nationality and is married with two children. Guillaume has an education in physics and mathematics, complemented by an M.B.A. from one of the leading French business school (E.M. Lyon)