

15 April 2024

## Econocom launches a extensive recruitment campaign: a major step in its growth strategy

**Paris, 15 April 2024 - A responsible digital entrepreneur and pioneer of the circular economy in Europe, Econocom today announced the launch of an ambitious campaign as part of the roll-out of its One Econocom strategic plan, enabling 100 elite sales agents to join the Group over the next three years.**

Today, Econocom has a major advantage linked to its business model: its network of sales agents. These self-employed entrepreneurs operate on behalf of the company and work on a daily basis with the Group's customers. With the implementation of the strategic plan, the Group aims to increase its turnover from €2.8 billion to €4 billion over the next five years. To support this growth, Econocom is seeking in particular to strengthen its sales team and its proximity to customers across Europe.

*"For more than 40 years, Econocom has possessed considerable expertise in developing this independent sales force, which supports our customers over the long term," says Jean-Louis Bouchard, Chairman and founder of Econocom. "Econocom is unique in that it is the only digital company to have introduced this model of sales agents, who are truly independent company directors. It's a significant strategic force which offers candidates an exceptional opportunity to join a leading company in the sector while enjoying entrepreneurial independence."*

The aim is in particular to attract salespeople with experience of Econocom's business lines (hardware distribution, IT services, leasing solutions and recycling), who want to be part of an entrepreneurial project. This programme is a perfect illustration of Econocom's core values and fosters a long-term relationship of proximity and trust with its customers.

*"Thanks to its business lines and ecosystem, the Econocom Group is a very rich and unique playground for its employees. A talented sales representative will be able to flourish here and give free rein to his creativity to offer tailor-made solutions to our customers," says H el ene Lory-Delambre, Director in charge of the sales team development programme. "Last year, more than 80 sales agents were working with major clients on behalf of the Group. Through this campaign, we aim to double this independent and agile European sales force by the end of 2026."*

This ambitious programme is supported by a multi-media campaign, including video testimonials from sales agents. This scheme is deployed across Europe, in France, Italy, Spain, Benelux, Germany and the United Kingdom.



For more information, visit <https://www.econocom.com>

#### **ABOUT ECONOCOM**

Founded 50 years ago, the Econocom Group is a pioneer in supporting the digital transformation of businesses. Its solutions are focused on the development and transformation of the workplace, audiovisual & digital signage and infrastructure. They cover the full range of expertise required to implement a digital project: from the design phase and assistance in choosing the solution through to the deployment of hardware and facilities management. This includes the purchase or rental of hardware, customisation, associated and managed services, as well as the reconditioning of hardware at the end of its life.

Present in 16 countries and with over 8,800 employees, Econocom is listed on Euronext Brussels, Bel Mid and Family Business indices, and generated turnover of €2,681 million in 2023.

#### **FIND OUT MORE**

[www.econocom.com](https://www.econocom.com)

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