

Selinko

Press release

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A new talent joins Selinko

Selinko has appointed Laurence Janssens as its new CEO. With 20 years of local and international experience, she will lead the company alongside Patrick Eischen, the founder of Selinko.



Laurence joins Selinko after 8 years at Microsoft. During her tenure at the tech giant, she held various leadership positions including an expatriation assignment as country manager for the Southern Africa cluster. In her latest position, she led the Western Europe manufacturing practice and worked with her customers on industry 4.0 implementations. A business leader with an excellent track record in hyper-growth environments, Laurence thrives when working collaboratively. Her unique track record as a female tech leader led to her nomination in 2020 to the Belgian #inspiringfifty chapter. She is also an active member of “Women on Board” and serves on the MBA admissions committee of the BAEF (Belgian American Education Foundation).

“We are delighted to welcome Laurence as our new CEO” says Patrick Eischen, founder of Selinko. “Laurence’s understanding of all the aspects of an organization’s digital transformation will be for sure instrumental in supporting brands to accelerate the return from their connected product portfolio. As a charismatic leader she’s able to build highly motivated and performing teams while fostering strong collaboration with partners. Her energy is contagious, and we look forward to her input on how we can further strengthen our ecosystems.”

Laurence Janssens alludes to the opportunity “ When you pair the physical product to a secure unique digital identity that is readily accessible for consumers, you create a powerful paradigm – your product becomes THE platform to engage your customer. Through a single tap of a phone on the physical good, your customer can be reassured of its authenticity and have access to its unique digital passport. The product serves as the gateway to the brand’s unique universe. This experience can be tailored in real time and contextualized.”.

She continues “ This is a game changer for the brands and Selinko is their enabler. Selinko is able to manage and secure any digital identity on its state-of-the-art platform and has built a strong expertise and ecosystem that allow brands to feature connected products in a comprehensive digital strategy. I am excited to join Selinko today as in this post COVID world, we are at a tipping point for the “product as a platform”.

About Selinko

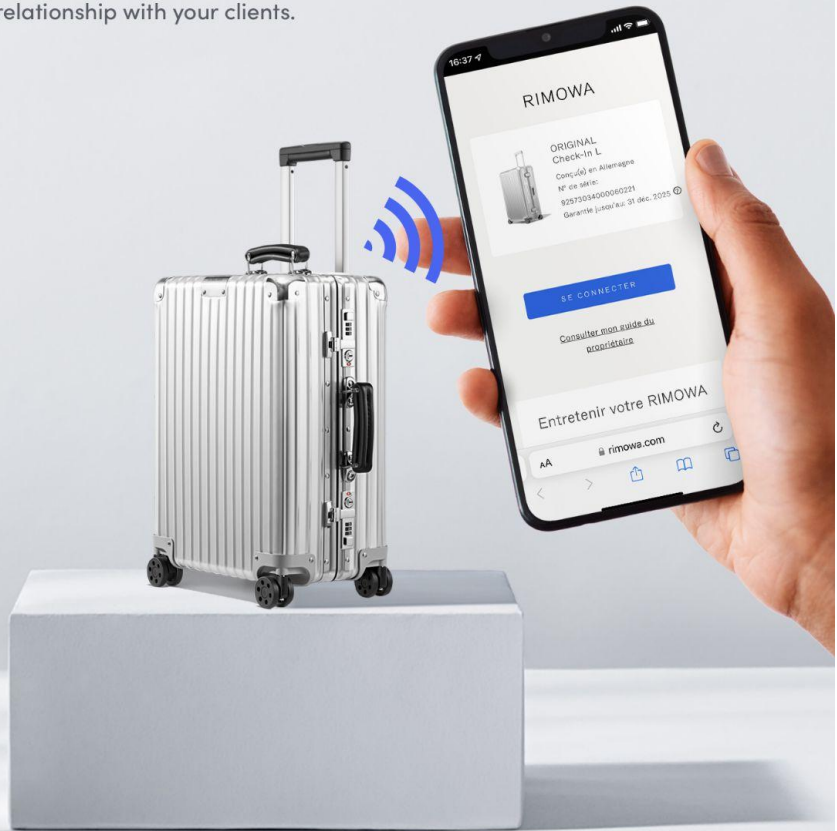
Building on more than 10 years experience in secure NFC technology, Selinko’s solutions currently protect 1.5 Bio\$ worth of assets in categories such as wines, spirits, design, high-end audio and collectibles.. The company securely connects products and gives each of them an unique digital ID in order to get high value-added services such as product authentication, track and trace with gray market detection and consumer engagement. By simply scanning the augmented product with a phone, it opens a secure one-to-one communication channel between consumers and the brand and every scan generates data.

[Selinko](#) works with premium and luxury brands in Europe, US and Asia. Selinko was recently selected by the LVMH group to become part of its “[La Maison des Startups](#)” acceleration program hosted at Station F in Paris

Selinko.com

Protect & Engage

Increase your brand value by creating a secure one-to-one relationship with your clients.



Selinko