

Appointment: Lilian Pichelingat joins Upply as Chief Operations Officer

Lilian Pichelingat has been appointed Chief Operations Officer at Upply. He joins the company at a time of strong growth, to lead the commercial and operational development of Upply solutions.



Lilian Pichelingat joined Upply on 22 August 2022 to head the Operations department, which includes the sales force and user support.

Lilian Pichelingat has held strategic responsibilities in several leading transport companies, he has a solid experience in the freight transport and chartering sector. Lilian Pichelingat notably held the position of COO at Everoad, from 2018 to 2021, before continuing his career at Transalliance as Head of Digital Transport Platform and then at Uber as Head of Transportation.

Upply is currently the leading European provider of a full transport price benchmarking tool and indexes on the evolution of freight rates for three modes of transport: road freight, containerised sea freight and air freight. The start-up's ambition is to accelerate its development through technological partnerships (TMS, ERP, tender platforms), as shown by the recent integration of Upply in the TenderEasy solution.

The company is also positioning itself as a major player in the digitalisation of transport companies. The Upply Marketplace is a digital solution that allows carriers and shippers to be put in contact with each other and to reserve transport lots or capacities in a neutral and transparent framework.

"I am delighted to be joining a dynamic and fast-growing start-up, which places the needs of supply chain and logistics professionals at the centre of the development process of its solutions. I will be responsible for supporting the operational teams in accelerating the commercialisation of Upply's solutions, as well as being in close contact with our customers and partners", says Lilian Pichelingat, Upply's Chief Operations Officer.

"It is with pleasure and pride that we welcome Lilian as Chief Operations Officer at Upply. A high profile individual who will put his years of experience at Uber, Transalliance, Everoad and GEFECO to good use in our business development and the launch of our new services", adds Thomas Larrieu, Upply's Chief Executive Officer.

About Upply:

Upply is a technology platform that provides benchmarking tools for road, sea and air freight rates (including past data and future trend estimates). Upply collects several million invoices every week from the world's leading shippers, forwarders and carriers. This data is aggregated, anonymised and made available to its users to help them in their decision-making.

Launched in 2018, the company is based in Paris and currently has over 50 employees

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