

Thomas Larrieu appointed Upply's Chief Executive Officer

Paris, September 1, 2021 - Thomas Larrieu, Upply's Chief Data and R&D Officer since 2018, has been appointed CEO of the company. His mission will be to make Upply a European leader in digital solutions dedicated to freight transportation.



Thomas Larrieu succeeds Boris Pernet as Chief Executive Officer of Upply. A graduate of the Toulouse School of Economics and holder of a PhD in Economics from the École Polytechnique, Thomas Larrieu, a specialist in digital platforms, is part of the founding team of Upply.

Prior to taking on the role of CEO on August 1, he served as Upply's Chief Data and R&D Officer since the company's launch in November 2018.

Accelerating to become the European leader in transportation price data

Thomas Larrieu will pursue Upply's strategy based on accelerating the commercial development of Upply's "Compare & Analyze" solution and the ramping up of the "Marketplace".

Upply is currently the only European player to offer a complete benchmark and analysis tool for freight transportation prices ("Compare & Analyze" solution). Its ambition is to accelerate its development through technological partnerships (TMS, ERP, tender platforms) and the creation of new price and transportation capacity indices. The company is also positioning itself as a major player in the digitalization of transportation companies. The Upply "Marketplace" is a digital solution that allows carriers and shippers to be put in contact with each other and to reserve transportation lots or capacity in a neutral and transparent framework.

"It is a great honor to take over the management of Upply and to steer an ambitious roadmap, that of becoming the European leader in the analysis and forecasting of freight transportation prices, and a major player in the digitalization of transportation companies.

Data and digital technologies have always been at the service of our customers. We will continue to deliver on our value proposition: to enable transportation professionals to make the best decisions based on verified and transparent information and to provide them with accessible and reliable tools to support the digitalization of the market", says Thomas Larrieu, CEO of Upply.

About Upply

Launched in November 2018, Upply is a digital marketplace dedicated to transport and supply chain professionals. Upply is redefining the fundamentals of the market by offering digital solutions to overcome the volatility of transport prices and a marketplace that directly connects shippers and freight carriers. In keeping with its vision of a world where the supply chain must be simple and fluid, Upply allows professionals (carriers, shippers, consulting firms, freight forwarders) to overcome the opacity of information and the imbalance between supply and demand on the market. Upply employs data scientists, logistics and IT professionals, and digital experts. The company is based in Paris.

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