
Weezevent reinforces its international team and names Isabelle Chevallier as Executive VP Europe.

Weezevent's European expansion, already well under way with the opening of offices in Spain, the UK and Switzerland, continues as **Isabelle Chevallier joins the company as Executive VP Europe.**

Isabelle's career has been heavily influenced by her passion for music. During her 16 years at Sony Music Entertainment, she quickly progressed from the Business Affairs unit to Executive VP Business Development. At a time of great transformation of the music industry, she was involved in the 360° strategy of the company as well as its activities development. Following a career change internationally, in Brazil and Spain, **Isabelle Chevallier** returned to the music and event industry in 2014. She joined Intellitix, a provider of RFID access control and cashless payment systems for live events. She became passionate about this new eventtech adventure and grew the company's business in Europe.

Today, a new challenge with the internationalization of Weezevent.

Isabelle joins at a time when Weezevent's business in Europe is growing, with the management of 3 offices: the UK, Spain and Switzerland; and the company has set ambitious growth objectives: *"We need to be there when markets reach maturity"*. Isabelle was eager to join the team due to the growing scope of her responsibility - from business development to service delivery - and the quality of Weezevent's product and team. The efficiency of the SaaS solution, available and easy to use by all organizers, is a major asset according to her.

Isabelle Chevallier, about Weezevent: *"This is a high-performing and robust solution that has already proven itself across major events in France. With a complete range of services from ticketing to access control and cashless payment, and a very competitive offer, Weezevent has all the ingredients to succeed internationally!"*

Pierre-Henri Deballon, CEO and co-founder of Weezevent, stated: *"We are convinced that we provide the best answer to the challenges of live events, our challenge now is to increase awareness around our product before we can prove ourselves on the field, this is where Isabelle comes into play, and her expertise of working in Europe will be key"*

For more information, please contact:

Anne Claire DERVIEUX - Communication & PR Manager / media@weezevent.com / +33 (0)1 86 65 24 44

Isabelle CHEVALLIER - Executive VP Europe / isabelle.chevallier@weezevent.com /

Pierre-Henri DEBALLON - CEO & co-founder / ph.deballon@weezevent.com / +33 (0)6 62 46 30 92

About Weezevent.com:

We offer innovative tech solutions for ticketing and cashless payments to 140,000+ event managers and venues.

Since launching in Dijon in 2008, Weezevent has enabled the sale of 50+ million tickets for all kinds of events incl. trade shows, concerts, parties, festivals, conferences, races, etc. of all sizes, from a few attendees to over a million people. By providing our solution to 200+ festivals e.g. Hellfest, Lollapalooza, Vieilles-Charrues...Premier league football clubs like PSG, the UEFA Euro Fanzone, Red Bull events, Weezevent is also a leader in cashless payments.

Recording a fast growth, the company has offices in Paris, Montreal, Madrid, London and Lausanne. It operates in 30+ countries and has 75 employees. Weezevent won the Innovation Grand Prize and the Fast500 EMEA award. **Available information about Weezevent can be accessed on <https://weezevent.com/fr/medias/>**