



For Immediate Release

Industry Leaders Bring Decades of Compliance and Data Management Experience to Veeva Europe

Guillaume Roussel and Francesca D'Angelo join Veeva Systems to lead Veeva Network in Europe

Barcelona, Spain — 18 September, 2014 — Veeva Systems, a leader in cloud-based software for the global life sciences industry, has appointed industry veterans Guillaume Roussel and Francesca D'Angelo to lead Veeva Network in Europe. Veeva Network is a cloud-based customer master solution offering key reference data; stewardship services; and a software application that delivers a single, global model for multi-country master data management, eliminating the need for separate MDM systems. Roussel and D'Angelo have assumed the roles of director of strategy for Veeva Network and vice president of Veeva Network Data, respectively, and together bring over two decades of experience in life sciences compliance and customer data management.

Over the course of 13 years at Cegedim, Roussel launched technology solutions designed to support the unique sales, marketing, and compliance needs of life sciences companies. Roussel also led Cegedim's compliance business sector across Europe to help organisations address the region's fast-emerging transparency requirements, and created the global marketing strategy for customer data development. With his unique experience, Roussel is set to drive the industry toward greater transparency, agility, and global harmonisation by delivering a world-class customer master solution in the cloud.

D'Angelo's career in the life sciences industry spans more than 12 years, with seven focusing on customer data solutions. In her new role, D'Angelo will develop new data products to support Europe's unique regulatory and commercial needs. Before joining Veeva, D'Angelo led Cegedim's global field force in all corporate deals related to the company's data products. The role entailed crafting and executing the go-to-market strategy for Cegedim's data solutions, as well as capturing insights from corporate clients to enhance and expand the data product portfolio.

"We warmly welcome Guillaume and Francesca to our team, and are excited about the specialised industry experience they bring as we continue to build innovative cloud solutions for the changing and unique needs of the European market," said general manager of Veeva Europe, Dan Goldsmith.

Veeva Network is part of Veeva Commercial Cloud, a unified set of applications that marries multichannel interactions, customer data, and compliant content. With Veeva CRM, Veeva Network customer master, and Veeva Vault for regulated content management interoperating seamlessly in the cloud, companies can deliver a fully orchestrated, personalised customer experience across all channels while ensuring compliance.

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About Veeva Systems

Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 200 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit www.veeva.com.

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