

Yannick Fauré joins Diapason to develop the partner and alliance network.

Diapason, an expert in treasury and financial risk management solutions, is pleased to announce the appointment of [Yannick Fauré](#) as Head of Partners and Alliances. This appointment reflects Diapason's commitment to developing a value-added reseller (VAR) network, strengthening its partner network, and expanding its presence both in the mid-sized enterprise market and internationally.

An Expert to Develop Our Partner Network



With over 16 years of experience managing value-added reseller networks at an ERP software company, Yannick Fauré will bring his expertise in recruiting and managing an indirect sales channel to Diapason. His mission will be to strengthen our partnerships with key market players and to build and manage the VAR network, both in France and internationally.

Yannick Fauré will work closely with the marketing and sales teams to develop this new sales channel. His deep knowledge of international markets and expertise in partner relationship management will be key assets for Diapason's growth.

Strengthening Our Sales Team and Providing More Services to Our Partners

"We are delighted to welcome Yannick Fauré to our sales team. His experience and expertise perfectly align with our development ambitions. We are confident that he will significantly contribute to strengthening our leadership position in the treasury management solutions market. His expertise will allow us to build a reseller network, strengthen relationships with our existing partners, and better meet their specific needs," said Alexandre Bromberg, Sales Director of Diapason.

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A Commitment to Providing Expertise

“I am thrilled to join the Diapason team. The excellent reputation of the myDiapason treasury solutions, the group’s strong growth, and its expansion with mid-sized companies and internationally convinced me to become part of Diapason. I’m eager to apply my expertise to the development of indirect sales and contribute to building a solid network of VARs. This is an exciting opportunity for both Diapason and myself, and I look forward to collaborating with the teams to develop new growth opportunities, both nationally and internationally,” explains Yannick Fauré.

A Partner Network to Accelerate Growth and Conquer New Markets

Developing a partner network is a strategic priority for Diapason. This network will help us expand our presence in new markets and increase our indirect sales volume. Through these partnerships, we can leverage local expertise and provide a closer relationship with businesses in various regions, enabling us to offer solutions even better tailored to our clients' needs.

“Building strong, trust-based relationships with our partners will strengthen our position in both the French and international markets, allowing us to seize new growth opportunities,” concludes Alexandre Bromberg.

About Diapason

Founded in 1990 under the name MCC Soft, the Diapason group supports the digitization of financial processes and the growth of businesses. As a true conductor of cash management, myDiapason solutions simplify the daily operations of over 10,000 finance professionals by optimizing liquidity management, automating and securing payments, and managing financial risks. Focusing on its core business, the treasurer anticipates the company's needs, proposes solutions, and creates value.

More information at: www.mydiapason.com/en – Follow us on [LinkedIn](#)

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