



Press Release

Dipli appoints Laurent Lamé as VP of Marketing and Strategic Partnerships

Paris, February 2025 — Dipli, a leading force in circular supply chains for refurbished electronics, is pleased to announce the appointment of **Laurent Lamé** as **Vice President of Marketing and Strategic Partnerships**. Laurent brings over 25 years of experience in telecom, retail, and consumer electronics, with a proven track record of driving growth, innovation, and customer-centric strategies.

Laurent joins Dipli at a pivotal time as the company scales its operations to process over **one million devices in 2025**, leveraging its network of **100+ refurbishers and assessment centers** across Europe. Dipli is doubling down on its mission to deploy first-class trade-in and distribution programs, empowering retailers, telecom operators, and insurers with a frictionless, **all-in-one lifecycle management tool**.

"Laurent's deep understanding of the telecom and retail ecosystem, combined with his strategic mindset and marketing expertise, will be key in strengthening our position as the leading technology provider for device lifecycle management," said **Reynold Simonnet**, Founder and CEO of Dipli. *"As we scale toward a fully integrated end-to-end model serving industry players across the globe, Laurent's leadership will help us drive growth, innovation, and raise the bar once again."*

A proven leader in telecom and electronics

Before joining Dipli, Laurent held senior positions at some of the most prominent players in the telecom and retail sectors. He most recently served as **Project Director of Equipment Distribution at Orange** for seven years, where he oversaw strategic initiatives to optimize device distribution across France.

Prior to Orange, Laurent spent **three years at Fnac** as **Director of Services**, focusing on insurance, warranties, leasing, and the development of mobile phone offerings. His career also includes an **18-year tenure at SFR**, where he held key



leadership roles, including **Devices, Accessories, Insurance, and Services Director**. At SFR, Laurent spearheaded handset selection, supplier strategy, product lifecycle management, and established a multinational buying group in collaboration with Vodafone across 18 markets.

"I'm excited to join Dipli and contribute to its mission of transforming the lifecycle management of electronics," said **Laurent Lamé**, VP of Marketing and Strategic Partnerships. *"Having experienced Dipli's technology as a customer, I know they are building exactly what the market needs—an innovative, data-driven solution to scale circular supply chains. I'm thrilled to work with the talented Dipli team to shape the future of this fast-evolving industry."*





About Dipli

Dipli is a second-hand enabler dedicated to launching and scaling circular supply chains in the refurbished electronics industry. By connecting retailers, telecom operators, insurers, and refurbishers through its **all-in-one software platform**, Dipli processed **800,000 devices in 2024** and is set to reach **1 million devices in 2025**.

As the company continues to grow, 2025 marks the launch of several breakthrough innovations, including **AI-driven smart assessments**, **advanced data visualization** and **Forward trade-in** to simplify upgrades and accelerate circularity.

With Dipli, partners can manage trade-in programs, refurbishment operations, device distribution, and short-loop logistics in one intuitive, data-powered hub.

<https://www.dipli.com/en>