

Carl Lauron, *CEO BuyCo*

Carl Lauron is passionate about the supply chain. A graduate of the Paris School of Mines, he worked as a logistics consultant and held various operational management roles in warehousing, transport, and distribution. In 2007 he joined CMA CGM where he became Managing Director of the freight forwarding division, and lastly VP Innovation. This is how he discovered the gap between the latest available technologies and the outdated shipping management tools: even large companies enjoying leading transport ERPs often perform their daily tasks via shadow IT processes using emails, excel sheets, and instant messaging tools!

In 2015 Carl founded BuyCo to help importers and exporters simplify, optimize and secure their ocean shipping operations through digital innovations. This is achieved through a collaborative SaaS solution interfacing importers and exporters with shipping lines, forwarders, and any other supply chain participants. Using BuyCo means up to 40% productivity increase, a better cost control, and a state of the art customer service for exporters, using lean procurement as a competitive advantage.

Typical BuyCo customers are enterprises running 5.000 to 500.000 Containers a year, such as Nestlé, ABInBev, Renault, Total.