

PIERRE POIGNANT
GROUP CHIEF EXECUTIVE OFFICER



As Chief Executive Officer of Lazada Group, Pierre Poignant guides the company's day-to-day operations and overall business strategy in the region. Pierre, who co-founded Lazada in 2012, reports to Executive Chairwoman Lucy Peng.

Pierre has been instrumental in growing Lazada's logistics capabilities since its beginnings. As Chief Operating Officer and then CEO of Lazada eLogistics (LEL), he oversaw Customer Service, Supply Chain, Logistics, Last Mile Operations and Content Production, and enlarged the Group's footprint across six markets – Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

Before joining Lazada, Pierre worked at McKinsey offices in Paris and Singapore, consulting on digital transformation projects. He holds a Master of Science from the Massachusetts Institute of Technology (MIT) and a Diplôme d'Ingénieur from Ecole Polytechnique in Palaiseau, France.