

## DenyAll appoints new Sales VP



**Gilles d'Arpa joins DenyAll as Vice-President of Sales. A seasoned and successful sales leader, the new executive's mission is to double revenues in the next three years.**

DenyAll gets ready for its next expansion phase by beefing up its executive team. Gilles d'Arpa joined the company on March 9 as Vice-President of Sales. He will be in charge of consolidating and developing DenyAll's presence in Europe and driving its expansion in other regions. His objective is to double the turnover of the company within 3 years, starting at home and expanding internationally. Business outside of France represented 30% of revenue in 2014.

### Building the team for the long run

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The appointment of Gilles d'Arpa is an important step for DenyAll, as the company gets ready to accelerate in 2015. *"In 2014, we've been busy bringing the DenyAll and BeeWare teams together"*, says Jacques Sebag, DenyAll CEO. *"Gilles will be a great asset as we get ready to rock the application security market with our Next Generation WAF offering"*.

Gilles d'Arpa is taking over the day-to-day business responsibilities from Stéphane de Saint Albin, who will focus on DenyAll's longer term strategy as VP Marketing and Business Development. You can meet the rest of DenyAll's executive team on the company's new website: [www.denyall.com](http://www.denyall.com).

### A successful, passionate sales leader

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Gilles d'Arpa has 20 years of experience in the IT field. He contributed to the development of Oracle, Genesys Telecom Laboratories, Dimension Data, Arkoon and Bonitasoft as Business Unit director, Sales director and Sales executive. He has over 10 years of experience selling security solutions. At Arkoon, another French-headquartered security vendor, he was instrumental in growing the company's revenue from 4 M€ to 12 M€.

*"Building up the DenyAll sales team and taking it to new performance levels is the kind of challenge I love"*, says Gilles d'Arpa. *"I'm excited to join DenyAll at this juncture: customers need application security, we are on a fast innovation path and we will grow faster than the market"*.

### About DenyAll

DenyAll is a European software vendor, an expert in next generation application security. Building on 15 years of experience securing web applications and services, the company keeps on innovating to meet the needs of organizations of all sizes, worldwide. Its products **detect** IT vulnerabilities, **protect** infrastructures against modern attacks targeting the application layer and **connect** users to the applications which allows them to create and share information. The company leverages an ecosystem of value-added resellers, outsourcers, hosters and cloud players. A member of Hexatrust, the association of French IT security vendors, DenyAll partners with other vendors to deliver innovative, integrated solutions. More information can be found on [www.denyall.com](http://www.denyall.com).

Press contacts:		
<b>Oxygen</b> Charline Kohler / Tatiana Graffeuil Tél. : +33 (0)5 32 11 07 32 <a href="mailto:charlinek@oxygen-rp.com">charlinek@oxygen-rp.com</a> <a href="http://www.oxygen-rp.fr">www.oxygen-rp.fr</a>	<b>Kafka Kommunikation</b> Ursula Kafka +49 89 747470-580 <a href="mailto:info@kafka-kommunikation.de">info@kafka-kommunikation.de</a>	<b>DenyAll</b> Stéphane de Saint Albin Tél. : +33 1 46 20 96 21 <a href="mailto:sdesaintalbin@denyall.com">sdesaintalbin@denyall.com</a> <a href="http://www.denyall.com">www.denyall.com</a>