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Anirudh Kumar manages AVEVA software channel partners in the UK and Eastern Europe. Anirudh has been working in manufacturing software industry for over 10 years in various roles. Currently as part of AVEVA European channel management team he is responsible for adoption of AVEVA portfolio across eastern european partners and end users across industries. Didier Collas manages a group of international technical sales consultants supporting sales of our direct & indirect sales channels. Didier has deep expertise in MES market for most types of industries: food, hybrid, automotive, electronics. Good expertise in HMI, alarm management and diagnosis in public infrastructure market (water, transport, smart cities, renewable energies)