

PANTHEON

PRESS RELEASE

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Successful Digital Transformation Depends on a CEO's Commitment to Embrace It, says Apax Partners MidMarket

- Eddie Misrahi, President and Chief Executive Officer of Apax Partners MidMarket, discusses the profound trends and opportunities of digital transformation
 - European Mid-sized companies lag in digital transformation
- Watch Apax Partners MidMarket In Conversation with Helen Steers, Head of European Primary Investment at Pantheon

“A CEO's willingness to embark on a digital transformation is the number one success factor in implementing an effective transformation”, says Eddie Misrahi, President and Chief Executive Officer of Paris-based Apax Partners MidMarket, which has 45-years' experience of investing into mid-sized private companies across France, Benelux and Switzerland.

“Many CEOs don't understand the difference between a Chief Digital Officer and an IT Manager. But digital transformation is all about change management: IT is just the facilitator.”

The biggest cost of digital transformation is not capital expenditure, but training employees about a complete change in a company's processes, and that takes time, says Misrahi.

Watch Pantheon's “In Conversation” video in which Eddie explains how digital transformation is creating investment opportunity across the Retail, TMT, Healthcare and Services sectors. “The opportunities are not just between sectors, but between companies in those sectors,” he tells Pantheon's Helen Steers, highlighting the Maritime industry as an example that is experiencing profound change.

Watch the Conversation on Pantheon's [LinkedIn page](#) and [Vimeo channel](#).

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Notes to Editors

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