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**Ronny Depoortere succeeds Pierre Lambert as CEO of Zetes, a Panasonic Group company**

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**Tokyo, 21 January 2026 – Pierre Lambert, the current CEO of Zetes, has decided to step down from his role. On the 1<sup>st</sup> April 2026, he will hand over the torch to Ronny Depoortere, the founder and current President of People ID.**

In 2017, Zetes, a Belgian company specialising in supply chain and identity solutions, became a wholly owned subsidiary of Panasonic Corporation and has been delighted so far with the performance Zetes has delivered under the strong leadership of Pierre Lambert.

After more than 20 years as Group CFO and four years as CEO, Pierre Lambert has decided to step down from his role as CEO of Zetes and will transition to become the Chairperson of the Zetes Board of Directors, effective June 2026. The next CEO of Zetes, effective 1<sup>st</sup> April 2026, will be Ronny Depoortere, who joined Zetes in 2002 to create the People ID Division. He was its Senior Vice President for nearly 20 years and then became its President and Board Member in April 2022.

Yasu Higuchi, President & CEO of Panasonic Connect Co., Ltd., remarked: “On behalf of the Panasonic Connect Board of Directors, I would like to thank Pierre Lambert for his outstanding leadership in further evolving Zetes in the past years. I am delighted to confirm the appointment of Ronny Depoortere as the new CEO of Zetes. I firmly believe that Ronny’s combination of commercial, technical & leadership experience will propel Zetes into its next chapter of growth & evolution. We wish him and all the Zetes team great success ahead”.

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**About Zetes**

Zetes is a technology company specialising in supply chain optimisation and citizen identification solutions. Our [Supply Chain Solutions](#) help companies achieve agility, visibility and traceability across their connected supply chain. Our [People Identification division](#) provides public authorities

and supranational institutions with solutions to enable the authentication of citizens in view of the issuing of secure ID and travel documents and the creation of national registers or voters' lists.

Zetes is headquartered in Brussels and has more than 1,300 employees in 23 countries across EMEA and in Japan. In 2017, Zetes became a subsidiary of the Panasonic Corporation. For more information visit [www.zetes.com](http://www.zetes.com) or subscribe to our newsletter. Follow us on [LinkedIn](#).