

Press release

April 2, 2013

Appointments in Accor's Sales, Distribution and Loyalty Division

- Carlo Olejniczak appointed Senior Vice-President Global Sales
- Cédric Gobilliard appointed Senior Vice-President Sales & Distribution France
- Yves Lacheret appointed Senior Vice-President Business Development Europe

Accor announces new appointments within its Sales, Distribution and Loyalty Division:

- **Carlo Olejniczak is appointed Senior Vice-President Global Sales**

Carlo Olejniczak holds a Masters in International Commerce from the University of Paris-Sorbonne. He joined Accor in 2010 as Vice President Global Leisure Sales after working for three years as Vice-President of Sales & Marketing France for Disney. He will replace Cédric Gobilliard.

Carlo will be responsible for defining Accor's B-to-B sales strategy for all segments (large corporate accounts, event agencies, airlines, travel agents, tour operators) and coordinating the group's 34 sales offices worldwide. He will notably focus on implementing Accor's large-scale transformation projects in sales, namely the robust development of online distribution, the growing importance of emerging markets and the drive to become a key player in Meetings & Events.

- **Cédric Gobilliard is appointed Senior Vice-President Sales and Distribution France**

Cédric Gobilliard is a graduate of EPSCI of the ESSEC Business School group and holds a Masters in International Management. He joined Accor in 2009 after working as CEO North America for Club Méditerranée and as CEO of Look Voyages. He has been Senior Vice-President Global Sales since end 2011 and will replace Yves Lacheret.

Cédric will be responsible for defining and implementing Accor's sales strategy in France in all market segments and distribution channels. He will manage and coordinate all the sales teams and will be responsible for meeting the sales result targets of the group's more than 1,500 hotels in France.

- **Yves Lacheret is appointed Senior Vice-President Business Development Europe**

Yves Lacheret is a graduate of ESC Reims and has a Masters in Marketing from Paris IX Dauphine. After working in France and internationally for L'Oréal, Hôtels Concorde, Hertz and Carrefour, he joined Accor in May 2007 as Senior Vice-President Novotel France, before becoming Senior Vice-President Marketing & Distribution France in 2010.

In this position, which has just been created as part of Accor's new European brand-based organization, Yves will be responsible for managing and coordinating the action plans of the different sales teams which now report to Jean-Luc Chrétien. He will also coordinate the European Brand Departments regarding distribution strategy and sales objectives. Last, Yves will directly supervise Accor's sales office in Scandinavia.

Carlo Olejniczak, Cédric Gobilliard and Yves Lacheret will report to Jean-Luc Chretien, Accor Executive Vice President Sales, Distribution & Loyalty.



Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **more than 3,500 hotels** and **450,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1** - provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

www.accor.com | www.accorhotels.com

PRESS CONTACT

Elodie Woillez
Press Relations
elodie.woillez@accor.com
+33 (0)1 45 38 87 08