



## Press release

January 5, 2011

# Grégoire Champetier joins Accor as Chief Marketing Officer

Denis Hennequin has appointed Grégoire Champetier as Chief Marketing Officer. He will be responsible for Brand Strategy, Distribution and Innovation & Design. He will also be a member of the Executive Committee. Grégoire Champetier worked under Denis Hennequin for McDonald's France and then McDonald's Europe, where he contributed to McDonald's brand transformation

Grégoire, 47, is a graduate of ESSEC and the I.E.P. de Paris and holds a degree in law. He was previously Chairman of the Management Board of Alain Affelou. He started his career with the Organizing Committee of the Albertville Winter Olympic Games before joining advertising agency Publicis Conseil, in 1992, as Director of Clientele. In 1998 he became Managing Partner before joining the McDonald's Group, in 2001, where he occupied successively the positions of Director of Marketing, Communication and Studies France, Vice-President France and Senior Vice-President, France & Southern Division. In 2008, Grégoire became chairman of Publicis Activ, the Group network of regional agencies, a position he occupied until 2009.

His tried and tested knowledge of brands and his marketing expertise are key skills for the reinforcement of the Accor group brands.

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**Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,100 hotels and close to 500,000 rooms.**

Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6**, and its related activities, **Thalassa sea & spa** and **Lenôtre** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its **clients and partners** nearly 45 years of know-how and expertise.

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