

COMMUNIQUÉ DE PRESSE

2018-11-15

FRANCOIS RENARD APPOINTED GROUPE RENAULT GLOBAL MARKETING DIRECTOR

Boulogne-Billancourt, November 15, 2018

As of November 19, 2018, François Renard will join Groupe Renault as Global Marketing Director.

He will report to Thierry Bolloré, Chief Operating Officer, and sit on the Groupe Renault Management Committee (CDR).

In the Global Marketing Division, the remit of François Renard will be to strengthen the attractiveness and brand awareness of all Group brands, products and services, accelerate digital transformation of operations and enhance customer experience. In this, he will contribute to Group performance in all markets.

Biography

Born in 1967 in Paris, François Renard graduated from the Institut d'Etudes Politiques de Paris in 1990 and the HEC business school in 1992. He then obtained a Masters in International Business at the Barcelona ESADE business school and the Bergen NHH school of economics.

His professional career began in 1992 as a consultant at Andersen Consulting/Accenture before moving to Unilever France as head of Europe product quality in 1994. He then took on various national and regional marketing positions in Vietnam, China and Thailand where he managed a number of Unilever brands before being appointed Global Marketing Vice President for hair products. He made significant contributions to the development of the corporation and its teams, primarily in Asia with the launch of a new business in China and then in the rest of the world.

In 2015, François Renard was appointed CEO of Kate Somerville (Los Angeles, USA) before returning to Unilever in 2017 as Vice President of Marketing.

About Groupe Renault

Groupe Renault, which has been making cars since 1898, is now an international corporation with a presence in 134 countries and sales of 3.76 million vehicles in 2017. Today, the company has over 180,000 employees, 36 manufacturing sites and 12,700 sales outlets worldwide. To meet the major technological challenges of the future while continuing to pursue its profitable growth strategy, the Renault group is focusing on international expansion. To this end, it is drawing on the synergies of its five brands (Renault, Dacia, Renault Samsung Motors, Alpine and LADA), electric vehicles, and its unique alliance with Nissan and Mitsubishi. With a Formula 1 racing team, Renault is leveraging motor sports to drive innovation and boost brand awareness.

Pour Plus D'informations:

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