

Econocom finances and accelerates companies' digital transformation. With 10,700 employees in 19 countries and revenue of €3 billion, Econocom has all the requisite abilities to ensure the successful implementation of large-scale digital projects: consulting, sourcing and technology management & financing of digital assets, infrastructure, application and business solution services, and project financing.

Econocom has adopted European company status (*Societas Europaea*). The Econocom Group share has been listed on Euronext Brussels since 1986. It is part of the BEL Mid and Family Business indices.

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## LOUISE BEVERIDGE JOINS ECONOCOM AS HEAD OF BRAND

**Puteaux, 12<sup>th</sup> of July 2018 – As part of its new “e for excellence” strategic plan and in order to achieve its targets in terms of brand emergence and awareness, Econocom has appointed Louise Beveridge as Head of Brand, (formerly the Communications Department).**

Reporting directly to Robert Bouchard, CEO of Econocom, Louise Beveridge leads a team of 15 communications and reputation professionals. She is in charge of consolidating and strengthening the Econocom brand, which is an essential asset that sets it apart for all its stakeholders, internationally.

*“In a world where digital transformation is bringing about a profound change in companies and society, I’m delighted to be part of Econocom’s entrepreneurial adventure. As a digital transformation player for over 40 years and an early investor in the European digital ecosystem (start-ups, expert SMBs, seed funds, etc.), Econocom is a company that understands and makes digital transformation happen. It’s exciting to be able to shape the brand of a key player in the digital sector,”* said Louise Beveridge.

Robert Bouchard, CEO of Econocom, added: *“I am thrilled to have Louise with us as Head of Brand. I am confident we can count on her skills and personality to strengthen our brand identity and*

*positioning.”*

Louise has a solid Communications background in London and Paris, having spent over 30 years assisting a number of international companies in transforming their brands and positioning. Prior to joining Econocom, she was Communications Director of Kering Group and a member of its Executive Board from 2011-2016. Before this she spent nearly 15 years with the Financial and Real Estate sectors at Société Générale and BNP Paribas. Louise is also Honorary Chair and lecturer on the Executive Master Communications course at Science Po Paris and a member of the Board of Directors of INSEAD’s Corporate Governance Centre. In addition, she gives regular keynotes on reputation, governance and value creation. In 2015, Louise Beveridge was voted “Communications Personality of the Year” by Communication & Entreprise.