

## Appointments to the General Management Committee

**Anne BROWAEYS**  
CEO Europe-Africa Markets (EAF Markets)

**Quentin BRIARD**  
CEO Global Marketing, Digital & Technologies (gMDT)

Club Med today announced the appointment of **Anne BROWAEYS**, currently CEO Global Marketing, Digital & Technologies, at the head of the Europe-Africa Markets Business Unit (EAF Markets).

She succeeds Xavier Mufraggi, who has decided to devote himself to a new professional project in the United States, where he lived for 13 years and managed Club Med's activities. He becomes CEO of YPO (formerly Young Presidents' Organization), is a global leadership community of more than 28,000 chief executives from 142 countries that aims to promote exchanges and the improvement of management practices.

With the teams of EAF Markets, and in the current context strongly marked by the repercussions of the Covid-19 pandemic, Anne Browaeys will notably be in charge of organizing Club Med's rebound in all European markets. Anne is a member of the General Management Committee and reports to Henri Giscard d'Estaing, President of Club Med.

**Quentin BRIARD**, previously Sales & Omnichannel Director for France, within the EAF Markets Business Unit, is promoted to CEO Global Marketing, Digital & Technologies (gMDT) and succeeds Anne Browaeys.

With the gMDT teams, his mission will be to maximize the efficiency of digital tools to increase their business impact, focus Club Med's resources on short-term digital and marketing priorities that will contribute to the return of the strong profitable growth that Club Med had implemented before the Covid-19 crisis.

Quentin becomes a member of the General Management Committee and reports to Henri Giscard d'Estaing, President of Club Med.



*A graduate of NEOMA Business School, Anne Browaeys joined Club Med in 2015 as CEO Global Marketing, Digital & Technologies.*

*Previously, since 2013, she was Deputy Managing Director of Amaury Medias (in charge of Le Parisien).*

*From 2001 to 2013, she was associate director of the FullSIX agencies in Paris and New York. In this position, she accompanied major groups in their digital transformation (especially e-commerce), in the use of the internet as a branding lever and developed the agency's CRM & Data offer. Appointed Managing Director of the agency in France in 2007, she is from 2010 to 2013, Managing Director of the Group.*

*Previously, she held various consulting and marketing responsibilities at Grey Interactive in 1998, Hayward Pool Products in 1997, Equant (now Orange Business Services) in 1996.*



*Quentin Briard holds a DUT GEA (Sceaux) degree, and built his career at Club Med, which he joined in 2000 in the CRM department. He then moved to international markets where he took on management responsibilities for subsidiaries: Belgium in 2007, where he was Marketing Director, a position that was later extended to Sales; Pacific (Australia-New Zealand) in 2010 and Singapore in 2013 where he became Director of the South-East Asia Business Unit (Singapore, Malaysia, emerging markets).*

*He returns to France in 2015 to be the Marketing Director of the France/Belgium/Switzerland Business Unit. Since 2017, he was Sales and Marketing Director for Omnichannel France and oversaw the commercial strategy, distribution networks, e-commerce, transport and Mice activities of Club Med's first commercial market.*

**The composition of the General Management Committee will henceforth be as follows:**

**Henri GISCARD D'ESTAING** - President

**Michel WOLFOVSKI** - Deputy Chief Executive Officer & CFO

**Sylvie BRISSON** - CEO Human Resources

**Anne BROWAEYS** - CEO Europe-Africa Markets

**Carolyne DOYON** - CEO North America

**Gino ANDREETTA** - CEO Europe-Africa Operations

**Quentin BRIARD** - CEO Global Marketing, Digital & Technologies

**Patrick CALVET** - CEO Club Med Exclusive Collection & Mountain Leadership

**Janyck DAUDET** - CEO South America

**Xavier DESAULLES** - CEO Asia-Pacific-China Markets

**Jean-Charles FORTOUL** - CEO Asia-Pacific-China Operations

**Grégory LANTER** - CEO Development & Construction