



PRESS RELEASE

Paris, October 1st, 2025.

BAPTISTE PIGNAT AND MARTIN FOURNIER STRENGTHEN LEADERSHIP OF CORPORATE EVENTS WITHIN WMH PROJECT.



The non-media communications group WMH Project is pleased to welcome Baptiste PIGNAT and Martin FOURNIER, who are both joining the Corporate Event business unit as Division Directors.

With over 16 years of experience in designing, producing, and managing large-scale events, **Baptiste PIGNAT** brings in-depth industry knowledge, strong operational expertise, and a genuine team spirit.



He began his career at WIN-WIN, where he contributed to bold productions for brands such as Mercedes-Benz, Treca, and Pirelli. He then expanded his skill set at Phénomène, combining video and event production for strategic projects for clients such as E.Leclerc, FSB, and Orange.

At Cocotte, he later led 100% digital campaigns for Criteo and 100% outdoor events for Novo Nordisk, cementing his ability to connect teams around innovative experiences.

With over 20 years of expertise in 360° communication and brand activation, **Martin FOURNIER** worked at various agencies before joining Cocotte Communication in 2016. The agency became part of the group at the beginning of 2025, where he served as Deputy General Manager.

From organizing roadshow-format network activations for Orange to large-scale international events for Criteo, as well as Learning Expeditions (LEX) for managers at Nexity and Allianz, he brings a wealth of experience in diverse and innovative formats coupled with a strong ambition: to create experiences that truly stand out.

Together with **Delphine DAMBRY**, VP in charge of Corporate Events, they join the existing team of Division Directors, which includes **Émilie GAUDEL**, **Prune PELLET**, **Hervé DE PETIVILLE**, **Maxence GILLARD**, and **Dalila HAMOUD**, Director of Production and Logistics.

About WMH PROJECT:

*WMH Project is **one of the leading non-media communications groups** in France and Europe. Each year, it delivers **over 1,500 communication initiatives** for corporate and institutional clients in more than 100 countries. With 440 employees based in **Paris, Bordeaux, Lyon, Marseille, Brussels, and Los Angeles**, the Group brings together all the expertise required for design and production across five areas: **Event, Incentives & Travel, Spatial Design, Image, and Influence**.*

*To better support certain clients with specific needs, the Group has also developed specialized expertise in luxury (**WMH Luxury**), healthcare (**WMH Healthcare**), and mobility (**WMH Mobility**).*

*Since becoming **a purpose-driven company** in 2023, WMH Project has strengthened **its environmental, social, and societal commitments**—aiming to better serve its clients and contribute to the development of its employees and partners by enabling **all types of sustainable connections**.*

Learn more: www.wmhproject.com



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