



CLARISSE DUCHEMIN APPOINTED HEAD OF CREATIVE HUB AT WMH PROJECT



Paris, June 2, 2025.

WMH Project is pleased to announce the appointment of Clarisse DUCHEMIN as Director of the Creative Hub, the Group's core unit that brings together strategic and creative expertise in service of all its business entities.

With over 20 years of experience in integrated communications, Clarisse DUCHEMIN has built her career at top French and international agencies, including Young & Rubicam, Pro Deo (WPP's non-media branch) and Ogilvy. Since 2021, she served as Managing Director of Cocotte Communication, which was acquired by WMH Project earlier this year.

Throughout her career, she has advised major brands in both consumer and corporate sectors, such as **Opel, Decathlon, Philip Morris, Charal, and Danone**, both in France and internationally, demonstrating a broad and expert vision of communications.

A Strategic Role at the Heart of the Group's Transformation

In her new role, Clarisse will lead the Creative Hub alongside Richard ARNAUD, Creative Director. Together, they will be responsible for structuring and amplifying the impact of the group's creative and strategic planning functions.

"I'm taking on this challenge with great enthusiasm. For me, strategy and creativity are the heart and soul of our profession; they are essential pillars in strengthening our value proposition.



At WMH Project, the Hub brings together all the necessary expertise, from strategic planning to content creation, from design to scenography. It's a collective of talent that is both inspired and inspiring.

The Hub is a fully integrated creative force, open to the world, multicultural and international. It's an amazing opportunity and a genuine source of motivation every day!" _ Clarisse DUCHEMIN, Director, Creative Hub.

About WMH Project:

WMH Project is **one of the leading non-media communication groups in France and Europe**. Each year, it delivers over **1,500 communication initiatives** for corporate and institutional clients across more than 100 countries. With **440 employees** based in **Paris, Bordeaux, Lyon, Marseille, Brussels and Los Angeles**, the Group offers integrated creative and production expertise across five core business lines: **Events, Incentive & Travel, Spatial Design, Image, and Influence**.

To better serve clients with specific industry needs, WMH Project has also developed specialized divisions in luxury (**WMH Luxury**), healthcare (**WMH Healthcare**), and mobility (**WMH Mobility**).

Since becoming a **mission-driven company** in 2023, WMH Project has deepened **its environmental, social, and societal commitments**, enhancing its ability to serve its clients and support the growth of its employees and partners by enabling **all forms of sustainable experiences**.

Learn more: www.wmhproject.com



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