



## WMH PROJECT ESTABLISHES A GROUP EXECUTIVE COMMITTEE TO DRIVE ITS DEVELOPMENT

*Paris, May 25, 2023.*

**As part of its ambitious five-year growth plan announced last February, and following several recent acquisitions, WMH Project has formed a new Group Executive Committee (COMEX) to steer its next phase of development.**

The group has built its early success by balancing organic growth with strategic acquisitions. Following the merger of FC2 Events, PHB, and Mondial Events to form WMH Project in 2022, the transformation of TeamWork into WMH Institutionnel, Vademecom into WMH Project Brussels, and EAT into One Mobility, co-founders **Marc FISCHER and Franck CHAUD are now ushering in a new era of momentum** through the creation of this refreshed leadership body.

Now approaching its 30th year, **WMH Project** employs more than 300 people across Paris, Bordeaux, Lyon, and Brussels. **Determined to become one of the leading independent communication groups in France and Europe, its leadership has also committed the company to a transformation into a mission-driven enterprise.**

**To drive these ambitions, the group's governance is made up exclusively of entrepreneurs who have founded and led communications agencies as well as held operational responsibilities:**

- Following WMH Project's acquisition of LDR in 2021, its President and Managing Director are joining the Group COMEX. **Muriel BLAYAC** becomes **Vice President of Corporate Events** and **Carine BERTACCO** is appointed **Vice President of Strategy and Creative**. Both Muriel and Carine will continue in their respective roles at LDR.
- **Emeline BERNARD** is appointed **Secretary General of WMH Project**. She will oversee key areas such as employer branding, and the scalability of processes and organizational models, especially in preparation for future acquisitions.
- **Bertrand BIARD**, who joined the Group COMEX in February, serves as **Vice President of Attractiveness and Commitments**, is responsible for external growth, Public Relations activities in France, and the Group's social and societal impact projects.
- **Fabien DURANEL** is responsible for the **Vice Presidency of Regional Network Development**. He will oversee the Lyon and Bordeaux offices and their growth, as well as



- coordinate WMH Brussels' offerings with those of the Group. He will also lead the expansion of WMH Project's regional network.
- **Christophe MARRET** takes on the role of **Vice President of Digital Solutions and Tools**, a highly strategic position given the ongoing digitalization of the industry and evolving standards around digital data and cybersecurity.
  - The COMEX group is co-chaired by founders **Marc FISCHER** and **Franck CHAUD**, who commented: **"This Executive Committee will play a key role in strengthening the Group and its expertise. The arrival of Muriel and Carine marks a new milestone in the integration of LDR, including its know-how and its teams, allowing us to offer our partners and clients the very best of each entity. The months ahead promise to be very exciting"**.

Furthermore, with regard to the group's activities in Belgium, **Marc-Henri and Marie-Élise DE BRUYNE** serve as **President and Secretary General of WMH Project Brussels**, respectively.

**Armed with its strategic plan and new organizational structure, WMH Project aims to double its revenue within five years (from €145M in 2022) and continue expanding all business lines across territories in France and Europe.**

**About WMH Project:**

*WMH Project is **one of the leading independent communications groups in France and Europe**. Each year, the Group delivers over **1,000 communication initiatives** for its clients in more than 100 countries, generating €145 million in revenue in 2022.*

*With over **300 employees** and offices in **Paris, Bordeaux, Lyon and Brussels**, WMH Project offers comprehensive support across all areas an organization might need: consulting, creative strategy, project management, event and audiovisual technology, digital activation, as well as graphic and content production.*

*Its expertise spans four main areas: **Event & E-event, Public Relations, Incentive & Business Travel, and Spatial Design**.*

Learn more: [www.wmhproject.com](http://www.wmhproject.com)



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