



**PRESS RELEASE**

*Paris, January 5, 2026.*

## **WMH PROJECT REINFORCES ITS GOVERNANCE AND ANNOUNCES TWO KEY APPOINTMENTS IN SUPPORT OF ITS GROWTH STRATEGY**



**Bertrand BIARD**

*Vice-President  
WMH Institutions*



**Christophe COUSIN**

*Vice-President  
Innovation, Marketing & Communication*

**WMH Project, an independent French leader in non-media communications, continues its transformation and announces two appointments to its Strategic Committee, effective January 5, 2026. These changes mark a new stage in the Group's development, with the aim of increasing its impact with institutions, strengthening its brand, and further structuring its marketing and communications expertise.**

### **Bertrand BIARD Appointed Vice President WMH Institutions**

Bertrand BIARD has been appointed **Vice President** of **WMH Institutions**, while retaining his role as the **Group's Mission-Driven Company** representative.



This appointment reflects WMH Project's commitment to **strengthening its support for public and institutional stakeholders** in France and across Europe, combining **strategic advisory, experience design, and high-quality execution** to serve projects with significant collective impact.

WMH Institutions aims to offer institutions, local authorities, professional organizations, and public-interest stakeholders **integrated, clear, and impactful solutions**, particularly for major events, forums, conferences, and both B2B and B2C initiatives.

### **Christophe COUSIN Appointed Vice President Innovation, Marketing & Communication**

Christophe COUSIN has been appointed **Vice President of Innovation, Marketing & Communication**.

His primary mission is to **lead and strengthen the WMH Project brand**, ensuring consistency in messaging, highlighting the Group's expertise, and expanding its influence among all stakeholders.

He will also support the evolution of **marketing tools and methods**, while accelerating **digital and artificial intelligence solutions** to enhance the Group's performance and creativity.

These two appointments are part of WMH Project's ongoing transformation, following its recent recognition as **Responsible Communications Group of the Year 2025** and **International Event Communications Group of the Year 2025**. They reflect a clear ambition: **to better support complex, impactful, and structuring projects for clients** in a rapidly changing market.

***" WMH Project continues to strengthen its structure to meet the new challenges of our clients and enhance our capacity for impact. The appointments of Bertrand and Christophe mark another step toward an organization that is even more agile, transparent, and expert "*** said Franck CHAUD and Marc FISCHER, Co-Presidents of WMH Project.



**About WMH Project:**

WMH Project (€240 million in revenue) is one of the leading **non-media communications groups** in France and Europe. The Group delivers more than **2,000 communications initiatives** each year for corporate and institutional clients in over 100 countries. With more than **550 employees** based in **Paris, Bordeaux, Lyon, Marseille, Saint-Tropez, Saint Moritz, Courchevel, Brussels, Milan, Los Angeles, and Dubai**, the Group integrates all design and production capabilities across five core areas of expertise: **Events, Incentive & Travel, Spatial Design, Image, and Influence.**

**A mission-driven company** since 2023, WMH Project has taken its **ecological, social, and societal commitments** a step further to better serve its clients and contribute to the development of its employees and partners by enabling **all types of sustainable connections.**

For more information: [www.wmhproject.fr](http://www.wmhproject.fr)



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