



WMH PROJECT STRENGTHENS ITS CONSULTING DIVISION WITH THREE NEW APPOINTMENTS



Left to right: **Anne JEROME**, **Quentin THIEULIN** & **Pierre-François BOURJALLIAT**.

Paris, September 18, 2024.

As the new season kicks off, WMH Project continues to strengthen its leadership teams to support its accelerating growth.

The Group is pleased to welcome three new talents who will help reinforce its expertise and structure, in line with its ambitious development plan as a mission-driven company and a leading European player in non-media communications.

Anne JEROME joins the Group's Paris headquarters as **Head of Corporate Events**. After 19 years leading the event department at Procitel, she co-founded the event agency Elephant Live in 2009. In 2015, she launched AJ Comconseil, directing corporate, luxury, and entertainment events for major brands and agencies both in France and internationally.

Quentin THIEULIN joins the Group as **Coordination Officer**, a newly created cross-functional role designed to support and streamline the growth of the Corporate Events Paris teams and operations. After starting his career in marketing and event management, Quentin held the role of Special Events Marketing Manager at Groupe TF1 and, in January 2023, took over internal communications at AccorInvest, with a focus on international engagement.

In Bordeaux, **Pierre-François BOURJALLIAT** steps in as the new **Agency Director**. A seasoned leader, he previously served as Deputy General Manager at MKTG and Dentsu, then as Brand Director at Monet & Associés. His mission will focus on developing the agency's presence in the Aquitaine and Occitanie regions.



WMH Project is also pleased to welcome around 15 new team members every month during its onboarding sessions, across all business lines and locations.

According to Bertrand BIARD, Vice President of Engagement and Attractiveness at WMH PROJECT Group: ***“Our ambition is clear: to help companies and institutions engage their communities more effectively and sustainably. This is a development project focused on expanding both our expertise and our presence, framed within the committed approach of a purpose-driven company. It’s truly a pleasure to see such talented individuals choose to contribute to this mission!”***.

About WMH Project:

*WMH Project is **one of the leading independent communications groups specializing in non-media activities in France and Europe**. It deploys over **1,500 communication initiatives** annually for corporate and institutional clients across more than 100 countries.*

*With **427 employees** based in **Paris, Bordeaux, Lyon and Brussels**, the Group brings together full expertise in design and production across five key areas: **Event, Incentive & Travel, Spatial Design, Image, and Influence**.*

*A **purpose-driven company** since 2023, WMH Project has chosen to deepen its **ecological, social, and societal commitments** to better serve its clients and support the development of its employees and partners by enabling **all forms of sustainable engagement**.*

Learn more: www.wmhproject.com



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