

**Boulogne-Billancourt, 20<sup>th</sup> September 2021**

### **Maxime Videmann joins Solocal's Executive Committee as Group Product and Media Marketing Director**

Hervé Milcent, CEO of Solocal, is strengthening the company's Executive Committee by appointing Maxime Videmann as Group Product and Media Marketing Director. In this context, he will be in charge of defining and implementing a new roadmap for the media, products and services offered by Solocal with regard to the new sectoral and regulatory challenges linked to the digital and local communication market. With this internal promotion, Hervé Milcent wishes to underline the value of the talents available to the company.

#### **An expert profile in digital marketing at the service of a group committed to the development of all French companies**

Maxime Videmann, 39, began his career at Accenture Consulting in 2005, where he worked with clients in the telecommunications, media and utilities sectors on product marketing, business intelligence and digital transformation issues in France and Europe. In 2012, Maxime joined Facebook to advise and optimize advertising investments for major advertisers in France. In 2014, he joined the Altice Group, within the SFR Consumer Department, where he was able to lead geomarketing projects optimizing the Group's omnichannel acquisition strategy and developing the 100% digital brand RED by SFR as Marketing Director.

With this digital marketing experience at the service of transformation, he signed on at Solocal in 2017 where he held the position of Marketing and Sales Director for Key Accounts. Evolving to Product Marketing at the end of 2018, he was able to carry with great leadership the Group's transition to subscription through the redesign and simplification of Solocal's offer in order to meet the expectations of professionals, from all sectors, local or network companies. A true cross-functional player in Solocal's transformation over the past 4 years, he took over all of the Group's marketing functions in 2020, making it possible, among other things, to structure the management of customer churn and support the transition to campaign mode for the Group's commercial operations.

Maxime Videmann is a graduate of the Ecole Nationale Supérieure des Mines de Saint Etienne (2005) and holds an MBA from HEC Paris (2013).



## Maxime Videmann, Group Product and Media Marketing Director, states:



*"The time is now for the country's economic activity to recover. Over the past 18 months, local and digital marketing has demonstrated its indispensable place in the life of local businesses, but also for large companies that were previously unfamiliar with it. It is on this dynamic that I intend to base our new product and media strategy. Solocal is a company with immense potential, and I want to develop it very strongly from the start of my new assignment."*

## Hervé Milcent, CEO of Solocal, states:



*"We are collectively leading the definition of the company's strategy for the years to come. In this context, Maxime Videmann's resolute business and customer orientation, his specialized expertise in digital marketing and products, and his leadership will be major assets in accelerating our growth strategy and the future of the Group. This appointment, which is the result of internal promotion, is a strong signal to all the company's employees, whom I wish to involve and engage in building the Solocal of tomorrow."*

## EN - Solocal - [www.solocal.com](http://www.solocal.com)

Solocal is the digital partner for all local companies in France, from VSEs, to SMBs or Large Companies with networks. Our job: vitalize local life. We strive every day to unveil the full potential of all companies by connecting them to their customers thanks to our innovative digital services.

We advise over 314 000 companies all over France and support them to boost their activity thanks to our digital services (Relational Presence, Websites and Digital advertising). We also bring users the best possible digital experience with PagesJaunes, and Ooreka, and our GAFAM\* partners. We provide professionals and the public with our high audience services (21M views for PagesJaunes), geolocalised data, scalable technology platforms, unparalleled commercial coverage across France, our privileged partnerships with digital companies and our talents in terms of data, development and digital marketing. Solocal moreover benefits from the "Digital Ad Trust" label. To know more about Solocal (Euronext Paris "LOCAL"): let's keep in touch @solocal

\*GAFAM : Google, Microsoft/Bing,, Facebook, Apple, Amazon

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