

Boulogne-Billancourt, 30th September 2021

Stéphanie Zeppa appointed Chief Technology Officer (CTO) of the Solocal Group

As of 1st October 2021, Stéphanie Zeppa will join the Solocal Executive Committee as Chief Technology Officer (CTO). Under the direction of Hervé Milcent, CEO of Solocal, she will be in charge of the entire Information Systems Department, the consolidation of the 100% cloud model and Research & Development within the group.

An expert profile with a rich background



With an engineering background (High Engineering Studies in Lille), Stéphanie Zeppa, 48 years old, began her career in various positions of expertise in Information Systems: project management, operations and management within the companies Chanel, France Télécom, Lucent and UPC (now SFR).

In 2007, she took over the Performance Department of Docapost (bNum of La Poste Group), in charge of cross-functional projects. More specifically, she managed performance plans, the measurement of their effectiveness, including in terms of organization, the management of transformation projects, operational and IS Business Continuity, and the implementation of company processes, which she certified.

11 years later, she joined the French Management Committee of Transdev and since 2018, she has held the position of Director of Performance, Transformation and Information Systems.

In parallel with the Purchasing Department, of which she improved the performance in 2018 via a digital and organizational transformation, Stéphanie Zeppa created and managed the France IS Department and the "Digital Factory". Among her achievements are the overhaul of business IS in agile mode, for example, to interconnect the 24,000 drivers, the introduction of lean management in operational practices, the improvement of IS quality of service, the definition of the IS master plan, and the treatment of technical obsolescence.

An ability to lead in an innovative way for ambitious technological challenges

As soon as she takes up her post at Solocal, Stéphanie Zeppa will be responsible for developing and strengthening the Group's digital service platforms (Presence, Websites, Programmatic Data, etc.) and the media (PagesJaunes, Ooreka, etc.). She will thus ensure that the quality of services offered to the Group's customers and users is optimized, while guaranteeing their scalability.



In addition to these operational initiatives, she will coordinate the implementation of strategic IT partnerships with key market players. To strengthen Solocal's new value proposition, her priorities will also be to better exploit the Group's data to serve the company's digital offerings and management, to develop new BtoB and BtoC digital experiences with a "Mobile First" focus, to accelerate the use of AI to improve product performance and to transform internal systems.

The arrival of Stéphanie Zeppa at the head of Solocal's Information Systems responds to the strategic objective of building a team with a very high level of expertise, sharing the engaging values of teamwork, transversality, customer excellence and the modernity of an efficient and innovative management/leadership.

Stéphanie Zeppa, CTO of Solocal :

"The prospect of contributing to Solocal's IS transformation is all the more stimulating as we are currently going through a period of profound changes in our market. Solocal, as a major player in the French digital sector, has a great technological potential that our teams will be eager to exploit. Joining the Executive Committee to lead this mission is the beginning of a great human and intrapreneurial adventure."

Hervé Milcent, CEO of Solocal :

"I am looking forward to accelerating the transformation of the company's IS by relying on Stéphanie Zeppa's expertise. At the heart of the company and our digital solutions, the technological developments to come represent an opportunity to be even more agile, more efficient in supporting our salesforce and our customers and to provide original answers to strengthen our status as a leader in the digitalization of all companies in France."

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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

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