

**Press release**

June 16th, 2011

# Martine Gorce Momboisse

## Appointed Senior Vice President, Brand Marketing and Communication

Martine Gorce Momboisse has joined Accor as Senior Vice President, Brand Marketing and Communication, as part of the teams led by Grégoire Champetier, Global Chief Marketing Officer and member of the Group Executive Committee.

In her position, Ms. Gorce Momboisse will lead all of the Group's cross-brand international marketing capabilities (advertising and media, research, quality, consumer technologies, sponsorship and events, design) and, in association with the brand marketing directors, help to define the brands' strategies and repositioning.

Ms. Gorce Momboisse, 48, has earned degrees from Harvard University and Institut des Sciences Politiques de Paris, as well as an MBA from INSEAD business school.

From 1985 to 2000, she held various positions in advertising agencies, such as Saatchi & Saatchi, CLM/BBDO and Australie, and with management consulting firm McKinsey & Co., where she led organizational and strategic consulting projects. In 2000, she joined Renault, where in 2004 she was appointed Vice President, Brand Identity, in charge of the brand and its deployment. She then moved to SNCF French National Railways in 2009, where among other responsibilities she supervised the TGV brand and the external communication of the SNCF Voyages unit.

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**Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and more than 500,000 rooms.**

Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6**, and its related activities, **Thalassa sea & spa** and **Lenôtre** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its **clients and partners** nearly 45 years of know-how and expertise.

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