

## Press release

Paris, November 29, 2011

# Cédric Gobilliard

## Appointed Senior Vice President Global Sales

Cédric Gobilliard is appointed Senior Vice President Global Sales as of January 1, 2012, reporting to Jean-Luc Chrétien, Executive Vice President Sales, Distribution & Loyalty.

He replaces Patrick Mendes who is joining the Latin America teams as Senior Vice President Operations for Mercure, MGallery and Pullman.

Cédric Gobilliard will define the Group's sales strategy and policy for each of its market segments, in collaboration with the brands and countries. He will also be responsible for defining the B to B offer and for supervising the priority accounts.

Cédric Gobilliard is a graduate of business school EPSCI, Group of ESSEC, and also holds a degree in International Management. He started his career at Beaufour-Ispen International as Product Manager before joining Disneyland Paris as Marketing Manager.

He joined Club Méditerranée and became its CEO for North America. He then became CEO of Look Voyages. In June 2009, he joined Accor as Senior Vice President Direct Sales & Loyalty.



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/ibis Styles, Etap Hotel/Formule 1/ibis budget, hotelF1 and Motel 6 - 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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