

Boulogne-Billancourt, 15<sup>th</sup> June 2021

### **Jean-Charles Rebours appointed Chief Human Resources of the Solocal Group**

**Jean-Charles Rebours joins Solocal, the leading French player in digital marketing, as HR Director. His mission will be to support the Group's transformation, to steer organizational changes and to contribute to the development of a stimulating and fulfilling work environment for our 2,700 employees.**

**Jean-Charles Rebours joins the Executive Committee and will report to Hervé Milcent, CEO of Solocal.**

#### **Supporting digital talent is at the heart of Solocal's HR strategy**



Solocal's human resources actively contribute to the group's growth, through the recruitment and integration of highly sought-after experts in the digital sector, the appointment of Jean-Charles Rebours reflects the company's desire to invest in the development of talent and to develop its competitiveness in a highly dynamic, innovation-oriented environment.

With his strong expertise in change management, Jean-Charles will give strategic impetus to future developments in HR policy, the management of social dialogue and the deployment of an innovative work organization.

#### **A career marked by change management**

A graduate of Sciences Po Paris with a postgraduate degree in Human Resources, Jean-Charles began his career at Valeo. In 2000, he joined the Renault group where he climbed the care ladder gradually, in various fonctions within staff recruitment and then in social relations. In 2009, he joined GSK France as Director of Social Relations. He led several transformations before being promoted, in 2012, to HR Director France and Southern Europe of the Consumer Healthcare Division. In September 2014, he was appointed Vice President in charge of Human Resources for the laboratory.

#### **Jean-Charles Rebours, Solocal's HR Director:**

*"I am honored to join the French leader in digital marketing. It's a great opportunity for me and I'm looking forward to taking on many challenges, particularly in the field of recruitment and talent development, especially in the digital world. This is a sector where innovation and agility are key, and where each profile recruited can make a difference. I intend to contribute to further strengthening our strategy in this area. In addition to recruitment, I also want to promote a constructive social dialogue, which is necessary for the changes initiated by Solocal."*

## Hervé Milcent, CEO of Solocal:

*"In a consulting and digital expertise business, the quality of the support and development of the teams' skills is strategic. I am delighted with the arrival of Jean-Charles, who will bring all his experience and enthusiasm to bear on the changes that are crucial to the company's growth."*

Solocal's Executive Committee, led by Hervé Milcent, CEO of Solocal, is composed of: Eric Klipfel (Deputy CEO), Olivier Regnard (CFO), Stéphanie Zeppa (Head of R&D and Chief Technology Officer), Jean-Charles Rebours (Chief HR Officer) and Maxime Videmann (Director of Product Marketing and Media).

## FR - 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 304.000 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. Committed to a CRS strategy since 2013, Solocal fully endorses the United Nations Sustainable Development Goals. The company is certified to Ecovadis and Gaia Ethifinance with a score of 80/100.

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