

Press Release – February 16, 2018

Groupe Fnac Darty appoints new Director of Marketing and e-Commerce

Annabel Chaussat has been appointed, effective March 19, Director of Marketing and e-Commerce at Groupe Fnac Darty.

As a member of the Group's Executive Committee, Annabel Chaussat will report directly to the Chief Executive Officer of Fnac Darty, Enrique Martinez. She will be responsible for marketing, the Fnac and Darty brands, Customer & Loyalty Management, Digital Marketing, the Group's websites and apps, and Advertising.

She has been Marketing, Digital and Operations Director at Morgan since 2015. She was instrumental in revamping the brand's platform and the Group's digital transformation.

Biography

At 43 years of age, Annabel, a graduate of the EDHEC Business School in Lille, has over 20 years' experience in BtoC retail. She began her career at Printemps Group. From 2008 to 2012, she was Director of Customer and Internet Marketing at Lapeyre (Saint-Gobain Group) and then Director of Marketing, Communication and Digital from 2012 to 2015.

Annabel has been Marketing, Digital and Operations Director at Morgan (Beaumanoir Group) since 2015.

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