

***Valérie Dagand***  
***Chief Commercial Communication and e-business Officer***  
***Aéroports de Paris***

She joined the Commercial Communications team under Pascal Bourgue as head of the Publishing, Multimedia and Internet department in January 2005, moving into her current position in February this year.

She began her career at Monoprix (department stores) as Project manager in new technologies, where she worked from 1994 to 1998 and launched the store's first loyalty programme and initiated Monoprix's first e-retail experiences on the internet.

In 1988, she moved to Havas / Euro RSCG as Senior Brand Manager working on brands such as Dior Parfum, Givenchy, Le Bon Marché, Gault et Millau. She designed the off and on-line strategies of these brands and worked on relationship marketing solutions (CRM).

In 2001, she was appointed Marketing and Communications Director of the e-business within the Pinault Printemps Redoute group and launched the first multi-brand program (Printemps, Fnac, Conforama, Citadium) for the group's wedding list programme.

Valérie Dagand graduated from ESG Business School and ESC Marseille. She holds a Masters' Degree in retail and food-processing industry.