

## Benoît Bouffart joins Solocal's Executive Committee as Chief Product Officer

**Hervé Milcent, CEO of Solocal, strengthens his Executive Committee by appointing Benoît Bouffart as Chief Product Officer.**

Benoît Bouffart will actively contribute to Solocal leadership in a dynamic and competitive market context. In his new role, Benoît Bouffart will manage the entire range of the Solocal products (Websites, digital presence and digital advertising) and media (PagesJaunes and Ooreka). He will lead a team of experts in digital issues to serve customers and users.

*"Benoît's expertise covers a wide range of areas that are essential to the group success," said **Hervé Milcent**. "I am convinced that his market knowledge, his experience in digital and innovation will serve Solocal B2B customers and PagesJaunes B2C customers. These competences will fuel the Group growth and strengthen its leadership. His background and new approach will contribute to the exchanges within Executive Committee, which has been thoroughly overhauled since the beginning of the year."*

### An expert in digital products and services



Benoît Bouffart began his career at WAVESTONE where he led consulting missions in digital transformation and in new products and services launches. This experience in strategy and execution, allowed him to launch new high-value digital services and to lead several transformation programs. In 2015, he joined SNCF Connect and Tech (formerly OUI.sncf / Voyages-sncf.com) where he held various positions such as Director of Strategy and Innovation, Chief Product and Innovation Officer and then Chief Technology and Product Officer. For seven years, Benoît strengthened his expertise in transformation and business development, reinforced his product culture, and developed his leadership and his knowledge of the digital and media sector.

Benoît Bouffart, 43 years old, graduated from Montpellier Business School in international marketing (2003) and completed a MBA in strategic management from Texas A&M University (2003).

*"Joining the local marketing digital leader is a great opportunity and challenge. Offering high value-added digital services that are useful for professionals and thus contributing to their digital presence is an important mission, as well as running a reference media in French digital landscape, PagesJaunes. I am delighted to join the Executive Committee led by Hervé Milcent and the teams of product and marketing experts,"* said **Benoît Bouffart**.

#### **EXECUTIVE COMMITTEE**

- Hervé Milcent, Chief Executive Officer
- David Gillaux, Chief Operating Officer
- Stéphanie Zeppa, Chief Technology Officer
- Olivier Regnard, Chief Financial Officer
- Benoît Bouffart, Chief Product Officer
- Jean-Charles Rebours, Chief HR Officer

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#### **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 293.000 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 (20M 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. To know more about Solocal (Euronext Paris "LOCAL"): let's keep in touch @solocal \*GAFAM : Google, Microsoft/Bing,, Facebook, Apple, Amazon.

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