

## Press release

September 2<sup>nd</sup>, 2013

# Romain Roulleau appointed as Senior Vice President e-Commerce

Romain Roulleau has joined Accor beginning of August as Senior Vice President e-Commerce in charge of the Group's direct web sales. He reports to Jean-Luc Chrétien, Executive Vice-President Distribution, Sales and Loyalty.

Distribution, and particularly the switch to digital sales, is one of the key challenges in Accor's transformation. Romain Roulleau's task will be to define the strategy for web sales made through the Accorhotels.com multi-brand portal and websites of each of the Group's brands. In this position, he will be in charge of the animation of all e-commerce websites, their contents, animation, new services, development of the web traffic, as well as mobile sites and apps.

Romain Roulleau is a Management/Finance graduate of the European Business School-EBS, and began his career in 1995 in the International Sales Department of Raja, an office supplies distance-selling company where he created a pan-European e-Commerce portal, which he managed for 5 years. In 2006, he joined Rail Europe, a subsidiary of SNCF, as Director of Marketing and e-Commerce, Europe, and in 2007, he became the Europe Director of the voyages-sncf.com site.

Romain Roulleau then joined Accor between 2008 and 2011, where he was in charge of web sales development, and in particular of the Accorhotels.com site, where he contributed to a significant increase in the Group's web sales.

He was then CEO of the Travel Horizon Group before becoming the Managing Director of L'Officiel des vacances (the Voyage Privé Group).

He will thus bring his e-commerce expertise to the Group to help develop its online business and achieve its ambitious sales targets for 2016.



Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **more than 3,500 hotels** and **450,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, Ibis, Ibis Styles, Ibis budget and hotelF1** - provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

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### MEDIA CONTACTS

Charlotte Bourgeois-Cleary  
VP Global Media Relations  
+33 (0)1 45 38 84 84

Delphine Dumonceau  
Press Relations  
+33 (0) 1 45 38 84 95

Elodie Willez  
Press Relations  
+33 (0)1 45 38 87 08