

## Press Release

Paris, Wednesday 20th June 2018  
5:35 CEST

### **Artefact announces the appointment of new talents to promote the deployment of its international offers and reaffirm its ambition to double its gross margin in 3 years.**

**Artefact (FR0000079683 – ALATF – eligible for French SME equity savings plan “PEA-PME”) announces the appointment of seven new talents to strengthen the teams in their 26 offices all around the world. These appointments confirm Artefact’s ambition to achieve a gross margin of €100 million by 2020.**

#### **Ricardo Catalano: Managing Director France / Artefact France**



Ricardo Catalano was Managing Director of MEC Wavemaker, a GroupM / WPP media agency. In that capacity, he managed the Global Accounts division and participated in the network's major wins, for example PSA and Disney. Ricardo was also Global Client Leader on Blizzard, Danone, Michelin and recently Peugeot accounts. In addition to his expertise in media strategy, Ricardo has solid experience in CRM and data marketing having participated in the commercial development of 1000mercis between 2010 and 2015 as International Sales Director. Holder of an MBA from ESCP Europe and a Master in Marketing from La Sorbonne, Ricardo is becoming Managing Director of France and will manage Artefact's headquarters operations as well as the Group's flagship media accounts.

#### **Benjamin Hartmann: Group Chief Financial Officer / Artefact**



Benjamin holds an accounting degree and a master's degree in management control, audit & IS from SKEMA Business School. He began his career in audit in 2004, first with S&W Associés and then with MAZARS. In 2010, he joined the IT consulting firm OCTO Technology as CFO, where he supported its strong development in France and internationally, with a staff increase from 100 to 500 employees over the period. Precisely, he structured the financial management, participated in the opening of 4 countries and raised several funds on the market before Accenture bought OCTO in 2017.



**Judith Nissen: Global Head of Brand Marketing / Artefact**

Judith Nissen has taken upon the role of Global Head of Brand Marketing for Artefact group and is responsible for the international roll-out of the Artefact brand and (trade) marketing activities. She has 10 years of experience in Brand Marketing, Communications and PR for digital/media agencies. Previous roles include building and heading marketing communications teams for Dentsu Aegis Network & iProspect in the Netherlands, as well as international marketing and talent project involvement. Judith holds a master in Business Administration with a specialization in Marketing Management.



**Arvand Modarresi: Partner Consulting & Data / Artefact Spain**

Arvand joins Artefact as Partner Consulting Spain, based in Madrid. He is an international professional with 10 years of experience in strategy & management consulting in Europe, US and South America. Through his experience at Oliver Wyman and Google, he spent most of his career supporting the transformation of companies through the implementation of customer-centric and data-driven solutions, with extensive experience in the Retail & Consumer sector.

Arvand holds a MSc in Industrial Engineering from Ecole Centrale Paris and an MBA with distinction from London Business School.



**Juan Manuel Docampo Galan : Head of Data / Artefact Spain**

Juan Manuel joins Artefact as Head of Data Spain, based in Madrid. He has over 10 years of experience in several sectors using cutting-edge technologies such as Machine Learning, Big Data and helping companies to improve their benefits and make better decisions, converting data into strategic information of high added value.

Juan Manuel holds an MBA focus in innovation and has an Engineering degree in Electronics and Applied Physics.



**Rahul Arya : Partner Strategy Consulting & Data / Artefact MENA**

Rahul Arya is an international professional with over 15 years of experience in strategy & management consulting, public policy formulation and entrepreneurship. He joins Artefact as partner and head of consulting for MENA region based in Dubai. He has previously worked with McKinsey & Co. in Europe, General Electric in USA and OSN in MENA in strategy & data consulting roles. He is a member of prestigious Indian Administrative Service (IAS) in India, advising Indian Govt. on issues of economy & public policy. He holds an MBA from IIM Bangalore and B.Tech (Mechanical Engineering) from IIT Delhi.



**Ashish Sidhra : Partner Consulting & Data / Artefact UK**

Ashish joins Artefact as Partner Consulting & Data UK, based in London. He is an international professional with over 18 years of experience in strategy & management consulting. A Results driven digital leader, Ashish has advised clients in Europe, US, Asia, Middle East and Africa.

Previously, Ashish has worked with companies like BearingPoint, Telefonica O2, Capgemini Consulting, du Telecom and Dubai Tourism. Ashish holds an MBA from the Indian School of Business and has an Engineering degree in Electronics and Telecommunication.

**Financial calendar (after market):**

24 July 2018  
Q2 2018 Gross margin

23 October 2018  
H1 2018 Results and Q3 2018 Gross margin

END

**About Artefact | [artefact.com](http://artefact.com)**

Artefact embodies the perfect combination of marketing and engineering experts. Nominated innovative agency of the year in 2017, the agency works with some of the biggest advertising brands to invent the future of customer experience through new technologies. The agency has almost 1,000 employees across 17 countries worldwide, delivering three complementary solutions: Data Consulting, Digital Marketing Expertise and Technology Deployment (Big Data and Artificial Intelligence). Its 600 active clients include more than 100 blue-chip accounts such as Orange, Carrefour, Emirates, Deutsche Telekom and Monoprix, all of which are attracted by the agency's cutting-edge expertise. Artefact was founded by three alumni of the prestigious Ecole Polytechnique engineering school in Paris: Vincent Luciani, Philippe Rolet and Guillaume de Roquemaurel. It has been enjoying extremely robust growth since it was founded in 2015 and succeeded in tripling its sales in 2016. In September 2017, the agency merged with French listed company NetBooster, an international network of digital agencies run by data and media experts.

Artefact was awarded the Grand Prix d'Honneur at this year's Data Festival and obtained FrenchTech's official diploma for "hyper-growth" French companies awarded by the French Secretary of State for Digital Affairs, Mounir Mahjoubi.

**For more information:**

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