



**THIERRY JADOT
CEO OF STARCOM**

In 1987, Thierry Jadot joined the French School of Canton in China as Lecturer and Board Member on behalf of the French Ministry of Foreign Affairs.

He began his professional career in 1990 working for Peugeot in Paris where he held the post of Market Manager for Africa, the Middle East and Latin America as part of the International Marketing Department. In 1992, Thierry Jadot was appointed as Assistant to the Manager for the Mercosur region at the International Department based in Paris before being appointed as Regional Manager for Latin America in Paris in 1994. In 1998, Thierry Jadot took on the running of Peugeot Citroën's Marketing and Foreign Trade Department in Buenos Aires, Argentina.

In 2001, Thierry Jadot became the General Manager of Estudio de Comunicacion Argentina in Buenos Aires, a corporate communication consultancy business belonging to Euro RSCG (Havas group).

In 2003, Thierry Jadot joined Emap France, France's third-largest magazine group, where he managed the group's portfolio of automotive publications (Auto Plus, L'Auto Journal, Sport Auto and ADDX) before being appointed in September 2005 as Manager of the Mondadori France advertising sales house (formerly-Emap France) which publishes more than 40 magazines in France.

In 2007, Thierry Jadot was appointed as Strategic Marketing and International Sales Director of the Europ Assistance Group, member of the Executive Committee.

Thierry Jadot has a degree in applied economics, (specialising in Econometrics), from Paris IX Dauphine University (1984), as well as being a graduate of the "Sciences Po Paris" school of political sciences (1986) and the holder of a postgraduate diploma in Marketing Strategy from the Paris Institute of Political Studies (1987). In 2001, he underwent training at the Institute of Managers (HEC Group).

Thierry Jadot was also a board member and administrator of the APPM (Association for the Promotion of Magazines in France) and the French representative for the Cannes International Advertising Festival.

He is the CEO of Starcom (group ZenithOptimedia) since April 2008.