

Havas creates Chief Strategy Officer role and appoints Raphaël de Andréis

Raphaël de Andréis is appointed Chief Strategy Officer for Havas in addition to his responsibilities as CEO Western Europe to further strengthen the Group's strategic focus and drive greater value creation for clients across the organization.



With the creation of this new role, Havas is pursuing a clear ambition: to become the most client-centric and AI-enabled network, in line with its *Growth, Powered by Desire* positioning. Reporting directly to Yannick Bolloré, Havas' Chairman & CEO, and working closely with leaders of the Creative, Media, Health, and Content at Scale networks, Raphaël de Andréis will help shape global strategy, guide the brand portfolio roadmap, and accelerate alignment across the Havas Villages. The role is designed to bring together world-class creativity, data, technology, and execution within a single integrated, future-ready vision, powered by the Group's Operating System, Converged.AI.

Raphaël de Andréis will ensure strategic consistency across the organization while accelerating collaboration between networks and disciplines. The role is expected to support an even more efficient delivery model and further strengthen Havas' differentiation in the market. Through this appointment, Havas reaffirms its commitment to strategic relevance, operational convergence, and measurable business impact.

"For our clients, unprecedented market changes bring both challenges and opportunities. To help them succeed in this complex environment, Havas must be the most client-focused communications group, bringing together technology, media, and world-class creativity to create desirable brand stories. Raphaël brings an international cross-disciplinary perspective and has been instrumental in shaping our Group's *Growth, Powered by Desire* positioning. His appointment will further strengthen our ability to deliver integrated, high-impact strategies for our clients," said **Yannick Bolloré**, Chairman & CEO, Havas.

“I am delighted and honored by the trust Yannick Bolloré has placed in me to help strengthen Havas’ unique value proposition for brands. Our ambition is to build the most desirable organization in our industry, delivering clear and measurable impact, grounded in three core commitments: a technology-agnostic approach, creativity at the core, and a relentless focus on business outcomes for our clients,” added **Raphaël de Andréis**, CEO Western Europe & Chief Strategy Officer, Havas

Raphaël de Andréis began his career at TBWA before joining the Group in 1996 at BETC, where he became President in 2007 and helped position the agency as one of the most creative globally. He later joined Canal+ as Executive Vice President before being appointed Chief Executive Officer of Havas Media Network France and President of Havas Productions in 2013. As a member of Havas’ Executive Committee, he went on to lead the integration and development of Havas Village France, while supporting the growth of our businesses across Western Europe. With extensive international experience across creative, media and content, he has played a key role in shaping Havas’ new strategic positioning, *Growth Powered by Desire*. He is also the author of two novels, AIR (2019) and MER (2022), exploring themes of technological and environmental transformation.

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About Havas

Founded in 1835 in Paris, Havas is one of the world’s largest global communications groups, with nearly 23,000 people in over 100 countries. With the ambition to help brands unlock Growth, Powered by Desire, Havas brings together creativity, media, technology and production capabilities to build strong, desirable brands that people genuinely want to engage with. Its integrated model is supported by Converged.AI, the Group’s operating system that unifies data, technology and AI to deliver optimized, scalable marketing solutions across the full customer journey. AI-driven, fueled by human ingenuity, and grounded in the belief that desire drives both brand performance and business outcomes, Havas teams collaborate within Havas Villages worldwide to cultivate reputation, relevance and long-term preference for clients. Havas is equally committed to its people, fostering inclusive, responsible and inspiring workplaces where talent can thrive, because desire also starts from within. Further information is available at www.havas.com.