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The impact of digital transformation on communication

by Stéphane Sabourin.

Stéphane Sabourin started his career in 1990 in the press. He then went to Guillaume T to work on the FGMGs (ast Moving Consumers Goods) and later Couleur Café as an associate director of creative strategies.

He joined Stratélite Agency in 1999 and became the general director after the fusion with FI System.

In 2000, he created Leagas Delaney Operational and is then recruited by Accor Services (Edendred) in 2003 as an international communication director for Ibis Hotels. In 2010, he is appointed Communication Director for the Accor Group and is in charge of the communication for hotel F1, Etap hotel, all seasons, ibis, Mercure, Novotel, Suite Novotel, MGallery and Pullman. In 2011, he is elected administrator of the « Communication & Entreprise », fist organisation dedicated to Companies communication in France. Since January 2013, Séphane Sabourin is Vice-President of Advertising & Media France at Novotel & Suite Novotel Worldwide since 2013.

**Speech
in english**

Friday 10 October 2014
6:30pm – Salon d’honneur
2, rue Conté – PARIS III^e
(M° Arts-et-Métiers – lines 3 & 11)

Confirm your attendance by mail to:
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