

LAURENT SACCHI



DANONE GENERAL SECRETARY

Born in 1964

BUSINESS ADDRESS: 17, boulevard Haussmann – 75009 Paris – France

FUNCTION: Danone General Secretary since September 28th, 2021.

Personal background – experience and expertise

Born in 1964, Laurent Sacchi is a French citizen and a graduate of Sciences Po Paris, with a specialization in economic policy. He began his career in the field of public and political communication as Director of Communications for Conflans-Sainte-Honorine, a town whose mayor was Michel Rocard, then French Prime Minister.

In May 1995, Laurent Sacchi joined Danone as Chief of Staff to the General Manager of Brasseries Kronenbourg. The following year, he joined the Group's head office where he led cross-functional missions in the field of communication and marketing (sponsorship of the 1998 Football World Cup, formalization of the Group's values, crisis communication, internal communication, e-marketing, etc.).

At the beginning of 2001, he left Danone to develop thebrandcity, a brand strategy consulting firm (HighCo/WPP group), as associate director.

At the end of 2002, he rejoined Danone as Group Communications Director and in 2010 also took responsibility for Public Affairs and Crisis. Since the end of 2014, he has been Executive VP Chairman's Office and Secretary of the Board of Directors.

He teaches communication in the Master 2 program of the School of Management and Innovation at Sciences Po.