



PRESS RELEASE

Paris, July 29th, 2010

LAURENT CHOAIN IS APPOINTED CHIEF HR OFFICER OF MAZARS

A **graduate** in Science and HR management from the **Reims Management School** and **Paris I Sorbonne University**, Laurent Choain, 45, joined Mazars as of the 1st of July 2010 as **Chief HR Officer**. Laurent, reporting into the Group Executive Board (GEB), will plan **and drive the Group's HR policy**, in particular by optimising **on the international talent strategy** of our integrated partnership.

As a Member of the Mazars' *Global Executive Committee*, he will also manage **local HR teams in respecting a consistency within of Mazars HR strategy across the 56 countries** where Mazars has a presence.

Laurent Choain's career has been heavily focused on a commitment to talent development and leadership, both from his professional background and from a strong and lasting involvement in the educational field.

For Patrick de Cambourg, President of Mazars, this arrival: "demonstrates the interest and attention we pay to Talent Management and to Leadership Development within Mazars. Laurent Choain has a very varied and diverse background; he is capable of understanding our aspirations in these areas and the values we attach to them. We are delighted that he has joined in the Mazars adventure and that he will be accompanying us to producing bring out the global leaders of tomorrow".

Laurent Choain will be also be responsible for the development of **Mazars University**.

"This university is a very real area for learning, discovering and exchanging views amongst staff and partners from all over the world, and permits the Group's diversity to thrive. It closely resembles our partnership image, and is a very real integrated, truly international structure. It promotes diversity of opinions, debates, and offers a broader view of the world and of democracy. This is fundamental in management terms. This is what makes Mazars truly different, our way of working together as with our Clients. We ensure that knowledge is transmitted, but equally that our values are transmitted which represents the added value offered to our Clients" **Patrick de Cambourg added.**

About Mazars

Mazars is an international, integrated and independent organisation, specialising in audit, accounting, tax and advisory services. **Mazars can rely on the skills of 12,500 professionals in the 56 countries** which make up its integrated partnership. Find the complete report on <http://annualreport.mazars.com/>



CAREER

Laurent Choain graduated in Science and HR management from the Reims Management School (1988) and from Paris I Sorbonne University (1992). He has had a very varied career as a Senior Executive, consultant, professor and private entrepreneur. He was up until recently the **VP Leadership & Management of BPCE and had been since August 2009**. In 2005, he joined the Caisse d'Épargne Group (BPCE since 2009 following their merger with Banque Populaires) where he successively held the position of Director of Management Leaders (2005-2007) and Group' HRD (2007-2009). From 2003-2005, he was General Director of **Moments of Life** (Paris), a start-up founded with Serge Trigano and Pierre Dautier (management of university sites and places of business seminars).

From 1997 to 2005, he worked for Luxury Hotels **Kempinski Hotels & Resorts** (Geneva) where he had the role of Advisor to the CEO for the executive education (1997-2000), and as Vice-President "Education and Development" (2000-2005) and as Special Advisor to the CEO supporting leadership development (2005-2007).

From 1991 to 2005, Laurent Choain held several teaching and leadership positions at the **Ecole Supérieure de Commerce de Reims** (Reims Management School in 2001). He began his career at PMU (Produits d'Usine Métallurgique), as ambassador to the Social Affairs and Communication Direction (1988-1990), before switching into to junior "head-hunter" with Daniel Porte Consultants (now known as TMP Worldwide and Hudson) (1990-1991), then to Managing Partner of Forward Consulting, an outplacement and management consulting company (1991-1997);

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