



Press announcement

Paris, October 17th, 2018

Mazars announces a new member in its Group Leadership team, Cécile Kossoff, who has been appointed Group Chief Communication, Marketing and Brand Officer.

Cécile brings to Mazars her 25-year experience in marketing, communication and brand management. In particular, she spent the past 12 years driving brand, communications, knowledge dissemination and reputation strategies at McKinsey & Company globally. Prior to joining McKinsey, she served as Strategy, Marketing and Communications Director for LexisNexis France (Reed Elsevier group).

At Mazars, Cécile will work closely with the Group Executive Board and reports to Hervé Hélias, its CEO, to help enhance the group's brand reputation and client value proposition across its markets globally, as well as grow its businesses.

“We are thrilled to welcome in our leadership team a seasoned expert and thought leader such as Cecile”, group CEO Hervé Hélias explains. ***“In a moment in time when Mazars has a key role to play in bringing more competition to the market and getting new clients in the audit rotation, Cecile’s action will be critical to communicate to our clients who we are, what we do, and the specific things we bring and that others don’t, which make us a partner of choice”.***

In addition to her core mission, Cécile will help Mazars achieve greater gender diversity within the organisation, leveraging her ten-year experience as co-author and leader of the McKinsey's « Women Matter » series of research. ***“Her deep expertise and strong leadership on the topic are key assets for our group to make a step change towards our aspirations”,*** Laurent Choain, Chief People Officer of Mazars group, explains.

About Mazars

An international, integrated and independent organisation, specialising in audit, accountancy, tax, legal and advisory services, Mazars is a unique firm in the world of professional services. Rich in its European origins, enjoying 75 years of growth, and operating as an integrated global partnership with 20,000+ staff in 86 countries and territories, the Group is seeking today to build a modern, consistent and differentiated brand perception worldwide, reflecting the value for clients, across geographies, businesses and markets, of its unique global and integrated partnership.

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