

## **fifty-five's international expansion continues with the appointment of three new Managing Directors**

*Anne-Isabelle Choueiri is appointed Managing Director USA*

*Baosheng Gao is appointed Managing Director China*

*Pierre Harand is appointed Managing Director France*

**One year after joining You & Mr Jones, the world's first Brandtech group, the data company is boosting its international development and announcing the appointment of three new Managing Directors. Anne-Isabelle Choueiri, Baosheng Gao and Pierre Harand – respectively in charge of the USA, China and France offices – will be responsible for supporting the strong growth which has never faltered since [fifty-five's](#) creation. This new company structure, initiated in September with the arrival of Richard Wheaton to head fifty-five UK, will allow the data company to provide close support to its international and local clients who wish to deploy decidedly data-driven marketing strategies.**

### **Anne-Isabelle Choueiri – Managing Director USA**

Anne-Isabelle Choueiri's mission will be to develop fifty-five's activity in the United States. She will lead a team of digital consultants to support advertisers in defining and implementing consumer-centric strategies combining CRM, web analytics and media data. After graduating from the London School of Economics and Edhec Business School, Anne-Isabelle began her career at Andersen Consulting in 2000 before co-founding the marketing strategy practice at Masai (a Bain & Company spin-off). In 2010, she joined A.T. Kearney, specializing in Strategy & Marketing for Consumer Goods and Retail clients, in London and later in New York. In 2014, she took the position of Vice President at FullSIX New York (Havas) where she focused on delivering strategic growth through digital acceleration, leveraging data to boost consumer-centricity and increase media performance. She spearheaded DMP

implementations and programmatic media buying for the agency's global clients.

*"I'm very enthusiastic about helping advertisers embrace data-driven marketing in the US. Although competitive, this market is very receptive to what fifty-five has to offer. We have had a very promising start thanks to the strong ties established with the technology ecosystem and word-of-mouth referrals from clients."*



### **Baosheng Gao – Managing Director China**

With over sixteen years' experience working in major marketing research, consulting and communication groups, Baosheng Gao will be responsible for turning fifty-five into brands' first partner in the field of data and technology in China. After graduating from the BI Norwegian Business School, he started his career at Ipsos in late 2003, where he held the position of Director of Marketing Science for eight years before working for Accenture and later for GroupM (WPP). Baosheng Gao has a thorough knowledge of the Chinese ecosystem of agencies and their partners, as well as close ties with Baidu, Alibaba and Tencent. His previous assignments with marketing departments and executive management in China in the consumer goods, automotive and luxury goods industries are valuable assets for fifty-five.

*"It gives me great pleasure to join a highly-qualified team who are truly passionate about what they do. We share the same vision of data, technology and the opportunities these issues represent in China. This is an advantage which, through the deployment of data strategies and customised technological solutions on behalf of our clients, should allow us to turn fifty-five into brands' first Brandtech partner in China."*



### **Pierre Harand – Managing Director France**

Pierre Harand is bringing with him over fifteen years' experience in the media industry, and more generally in the digital industry. As Managing Director of fifty-five's historical entity, he will be responsible for designing and deploying the company's business strategy in France. After graduating from Ecole Polytechnique and Ecole Nationale Supérieure des Télécommunications, he began his career in the field of management

consulting at Arthur D. Little, where he worked as a manager in the telecommunications & media service. In 2005, he joined Microsoft MSN where he worked as Marketing Director of Online Services before being appointed Director of Advertising Solutions Sales. From 2011, he then held the position of Group Strategy Director at CANAL+ before joining fifty-five in 2013 as Director of Global Consulting and Business Development.

*“I’m absolutely thrilled to take on these new responsibilities! Over the past 7 years, fifty-five has demonstrated the potential of data and partnered with leading brands. In the coming years, the challenges associated with data will become even more strategic and will involve a growing number of industries as they are transformed by digital technology. 55’s teams will continue to combine all the skills necessary to address these challenges.”*



## About fifty-five

**fifty-five, the data company**



Part of You & Mr Jones, the world’s first brandtech group, fifty-five is a data company helping brands collect, analyse and activate their data across paid, earned and owned channels to increase their marketing ROI and improve customer acquisition and retention. Headquartered in Paris with offices in London, Hong Kong, New York and Shanghai, the data company was named by Deloitte as one of the fastest-growing tech firms in Europe, thanks to its unique technology approach combining talent with software and service expertise.

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