

Press release – 3 September 2020

Appointments within the Worldwide Products Division

Pascale Cartier is appointed Auchan Worldwide Food Production Director

Philippe-Alban Six is appointed Worldwide Non-Food Product Director

Anne-Marie Ferrari is appointed Product Brand Director

Auchan Retail has made the selection and design of an exclusive, unique and responsible product offering central to its Auchan 2022 business plan. To support this differentiation strategy, Thierry Aouizerate, Worldwide Product Director, has appointed a new Food Production Director, a new Non-Food Product Director and a new Product Brand Director within his teams.

Pascale Cartier is appointed Auchan Worldwide Food Production Director



Pascale Cartier, 55, has enjoyed a rich and varied professional career, both as an entrepreneur and a senior executive of large companies in the consumer goods, services and retail sectors. Among other roles, she was Marketing Director at L'Oréal Travel Retail between 1999-2001, after which she set up a marketing and operational communication consulting agency dedicated to brands and selective distribution. In 2003, she went on to work as Director of Stores and Services at Aéroports de Paris.

From 2007, she spent nearly a decade as Offer and Purchasing Director at Monoprix, where she sat on the Executive Committee – a role in which she had full responsibility for the product mix in all food and beauty sectors (product range, purchasing and negotiation, promotional policy, merchandising concepts, pricing, quality department, product database). Since 2017, she has been CEO of La Vie Saine, a French organic store brand.

Pascale's main duties in her new position will be to implement the food product guidelines for the Auchan 2022 business plan in all countries. This will require the development of a food product offering that is distinctive and exclusive to the Auchan brand. A guarantee of food safety and quality, it will rely on international responsible sourcing channels. Her role will also entail the development of international private label product ranges to increase the share of the Auchan offer in the various countries.

Philippe-Alban Six is appointed Worldwide Non-Food Product Director



Philippe-Alban Six, 49, began his career at Auchan in 1994. After 10 years of experience in stores and non-food procurement, both in France and abroad, he joined the Top Office management committee in 2014. Here, he was in charge, successively, of marketing, digital solutions, purchasing and products & services, and the Supply Chain. He also played a part in developing the company's strategic roadmap and brand positioning, and was involved in its profitability turnaround.

At the beginning of 2018, he returned to Auchan to the International Product Department, where he was in charge of the Schoolchildren/Office/Toys and Leisure/Outdoors/Automotive/DIY segments. At the same time, he held the role of acting Product Brand Director for six months. He also coordinated the product CSR committee.

Philippe-Alban's main responsibilities in his new role are to develop the non-food strategy for the Auchan 2022 business plan; to continue the development of a globalized, modelled and digitised non-food offer, while integrating ideas relating to core concepts and partnerships; and to co-construct a more responsible product offering that is consistent with the company's CSR guidelines for each segment.

Anne-Marie Ferrari is appointed Product Brand Director



Anne-Marie Ferrari, 58, began her career in a communications agency before becoming Marketing and Communications Director at Socopa, where she created and developed the Valtero brand. In 2007 she joined the Carrefour group, where for over a decade she held various positions as Product Brand Director and in particular Carrefour Europe Brand Director, the main achievement of which was the development of a new Carrefour brand and product innovation strategy. For the past two years, she has put her skills to work for retail sector companies and SMEs by setting up the consulting firm IAM (Innovation Activation Marketing).

In her new role, Anne-Marie's main task will be to co-construct the strategy and platforms to give Auchan products improved visibility and consistent brand identity in all countries. She will also ensure that the communication, facilitation and merchandising elements for these brands are made universally available, as well as overseeing packaging development and the implementation of a strong and differentiating Product Brand CSR strategy.

To mark this appointment, Thierry Aouizerate, Worldwide Product Director, stated: *"By developing an Auchan product offering that is exclusive to our points of sale, unique in its design, and in line with our customers' expectations, the Worldwide Product Department lies at the core of the Auchan 2022 business plan. To carry out this mission, I wanted to surround myself with a team of professionals who are passionate about products, the retail business, and international trade. We are now in great shape to speed up our projects for the benefit of all Auchan countries."*

About Auchan Retail

Present in 14 countries, Auchan Retail encompasses all food trade formats (hypermarkets, supermarkets, convenience stores, click-and-collect and e-commerce) with 2,293 points of sale. Auchan Retail places its customers at the heart of its strategy by offering them a phygital shopping experience combining physical stores with the digital ecosystem, as well as exclusive, high-quality products at the best possible prices. Next-generation retailers, campaigners for good, healthy and local products, Auchan Retail's 329,694 employees work responsibly with customers, farmers and suppliers so that everyone can improve their quality of life by eating better.

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