

# PRESS KIT

Groupe Rocher unveils its new Executive Committee.

September 1, 2023



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**Issy les Moulineaux, September 1, 2023** – Following the announcement on June 2023 that Groupe Rocher would be operating under a separate governance structure from July 1, 2023, the group presents today its new operational organization, which will be in place from September 1, 2023.

### **The key challenges to tackle, and the role of the Executive Committee**

Focused on the operational management of business and the deployment of short and medium-term strategy, the Executive Management will seek to steer, decide, and act in line with the priorities set by the Presidency.

These priorities for the next three years are as follows:

1. Improving the group's profitability,
2. Meeting its financial commitments,
3. Preparing for the future, particularly through addressing the environmental and social issues that are at the heart of the group's mission.

### **Composition of the Executive Committee**

Headed by Jean-David Schwartz, the group's Chief Executive Officer, the new Executive Committee is made up of:

- *Two major corporate functions*

- o Group People and Mission, headed by Jeanne Renard,
- o The Finance and Legal Department, headed by Laurent Delaurière.

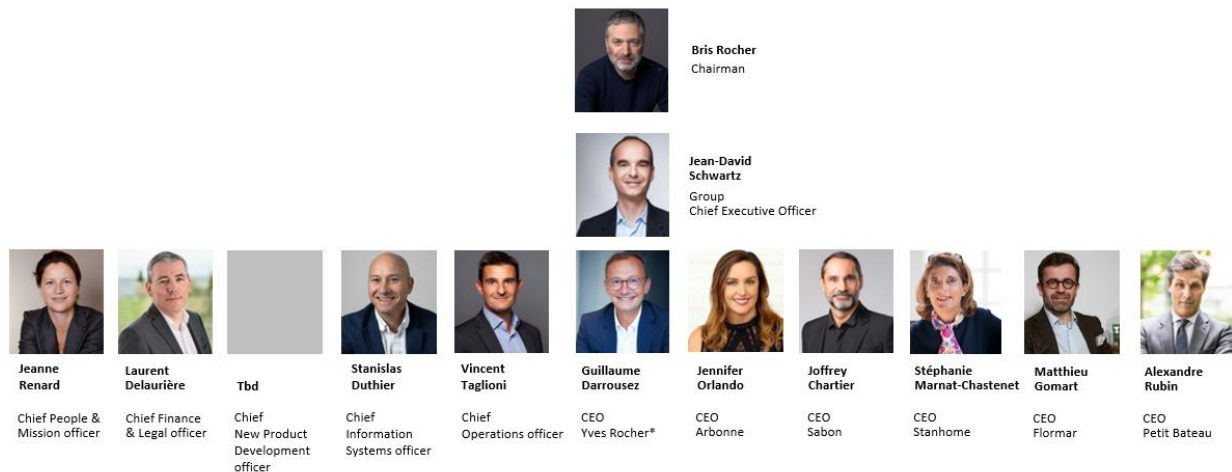
- *The Operational Departments*

- o Group Information Systems Department, headed by Stanislas Duthier,
- o Group New Product Development, with a forthcoming appointment,
- o Group Operations, headed by Vincent Taglioni.

- *Brands General Management*

- o For the Yves Rocher and Petit Bateau brands, two new appointments effective September 1: Alexandre Rubin as Chief Executive Officer of Petit Bateau, and Guillaume Darrousez as Chief Executive Officer of Yves Rocher, also in charge of the Dr. Pierre Ricaud brand and Global Strategic Insights.

## The new Executive Committee team



GRUPE ROCHER

\* in charge of Dr Pierre Ricaud and Global Strategic insights

### A more horizontal, agile, and operational Executive Committee

This new organization of the Executive Committee will enable the group to make decisions and act in a coordinated, agile and effective way, for the greater benefit of the group's customers and employees. The addition of the Brand General Managers to the Executive Committee illustrates the group's desire to be ever more in touch with the realities on the ground, to better understand its customers and their expectations.

Customers and the product offering are at the heart of the ExCom's priorities. The Group has thus decided to integrate a new department dedicated to the development of new products within the ExCom, whose mission will be to strengthen the brands' leadership in terms of natural and responsible innovation.

**Jean-David Schwartz explains:** *"Bris Rocher has entrusted me with the task of passing on a sustainable company to future generations. My priority is therefore to develop business models that meet the major social and environmental challenges. In the short term, this will mean more profitable, desirable, and committed brands to all our stakeholders. I wish every member of this new Executive Committee success. Together, we will succeed in driving the Group's transformation."*

### About Groupe Rocher:

Groupe Rocher is a family business from Brittany, founded in 1959 by Mr. Yves Rocher. Convinced, thanks to Mr. Yves Rocher's personal experience, that nature has a positive impact on people's wellbeing and therefore on their desire to act for the planet, the Groupe Rocher was the first international group to adopt the mission-driven company status, under French law, which purpose is to "reconnect people to nature".

It includes 9 brands (Yves Rocher, Arbonne, Petit Bateau, Stanhome, Kiotis, Dr Pierre Ricaud, ID Parfums, Sabon and Flormar), more than 16.000 employees, 50 million customers and reached a sales turnover of €2,4 billions in the beauty, nutrition, apparel and homecare sectors. Its international expansion has accelerated over the last few years, and the group is now present in more than 100 countries.

## Biographies

### **Bris ROCHER – Chairman of the Groupe Rocher**

Bris ROCHER is the grandson of Yves ROCHER, founder of the eponymous Groupe Rocher. Trained in finance at Arthur Andersen, he became Vice-Chairman of Groupe Rocher in 2003 with the aim of restructuring the company to give it a stable governance framework. Appointed Chief Executive Officer of Groupe Rocher in 2006, then Chairman and Chief Executive Officer in 2009, Bris ROCHER buys out the shares held by the pharmaceutical group Sanofi to consolidate the family shareholding in 2012. Since then, the brand portfolio has grown, and the group has significantly changed its geographical footprint. In 2019, it also became the first international group to adopt the status of a mission-driven company. Finally, the introduction of a separate governance within the group from July 1, 2023, led Bris ROCHER, Chairman of Groupe Rocher, to delegate his duties as Chief Executive Officer to Jean-David SCHWARTZ. This will enable Bris ROCHER to focus his energy on the Chairmanship of the Board of Directors of Groupe Rocher, to define and support the group's long-term strategic vision as well as its unique position as a mission-driven company.

Find out more [Bris Rocher | LinkedIn](#)

*"Dissociating the executive functions of Chairman of the Board and CEO is an essential practice in modern business governance. By delegating the executive duties to a new Chief Executive Officer, we seek to reinforce transparency, independency, and responsibility within our organization. The new Executive Committee under the responsibility of Jean-David SCHWARTZ has my full confidence. I firmly believe that this strengthened governance will enable us to tackle future challenges collectively, maximizing our development potential and financial performance."*

### **Jean-David SCHWARTZ – Group Chief Executive Officer**

Jean-David SCHWARTZ began his career in finance at Bouygues Construction. In 2002, he joined Groupe Rocher in the finance department and is appointed Managing Director of Stanhome Spain in 2008. In 2011, Jean-David SCHWARTZ becomes General Manager of Tridem Pharma, a French specialist in medical distribution and promotion in West Africa. Coming back to the Groupe Rocher in 2015, he is appointed Yves Rocher General Manager for North America. Three years later, he is assigned Chief Executive Officer of the latest acquisition of the group, Arbonne, the botanical cosmetics and nutrition brand specialized in social selling. Appointed Chief Executive Officer of Yves Rocher in January 2022, he leads the brand until September 1, 2023. The Chairman of the group, Bris ROCHER, appoints him Chief Executive Officer of the Groupe Rocher on July 1, 2023. Jean-David SCHWARTZ now heads the group's Executive Committee. He is a graduate of EDHEC Business School.

Find out more [Jean-David Schwartz | LinkedIn](#)

*"To make this mandate successful, we are going to initiate a new way of working across the entire group organization, based on mutual commitments: trust, freeing up energies, giving greater autonomy and making people accountable for results. To this end, I am pleased to present below the new Executive Committee, whose composition has been designed to represent at the highest level the brands and products that are at the heart of the group's value creation."*

### **Jeanne RENARD – Chief People & Mission Officer**

Jeanne RENARD began her career in strategy and transformation consulting, working for international companies (IBM, BearingPoint and Oliver Wyman). She then joins Edenred in 2011 and the Bel Group in 2020, where she was in charge of Human Resources, Corporate Social Responsibility and transformation, holding executive committee positions for more than ten years. As Chief People and Mission Officer and member of the Groupe Rocher's Executive Committee since the end of 2022, she is responsible for HR, organization, CSR, the Mission Committee, and corporate communications. Jeanne RENARD is a graduate engineer of the Institut National Polytechnique.

Find out more [Jeanne Renard | LinkedIn](#)

*"The three major challenges facing the People & Mission teams are: the implementation of a new "Groupe Rocher People" HR and managerial approach for our 16,000 employees, which will bring out the best in each individual and in the group as a whole; to adapt the organization to business priorities; and to support the development of our sustainable business models in order to nurture the group's mission with all our stakeholders."*

### **Laurent DELAURIÈRE – Chief Finance & Legal Officer**

Laurent DELAURIÈRE has spent his entire career within the Groupe Rocher, holding various administrative and financial positions in France and Belgium. He joins the group in 1993 in the Treasury Department, before being appointed in 1995 Financial Controller of Groupe Rocher's coordination center, based in Belgium. Four years later, he becomes Chief Financial Officer of Yves Rocher Belgium. Returning to France in 2003, he is appointed Chief Treasury Officer, before becoming Chief Finance and Administration Officer in 2014. He was assigned as Chief Finance and Legal Officer of the group on July 1, 2023 and joins the Groupe Rocher's Executive Committee. Laurent DELAURIÈRE holds a degree in finance from IPAG.

Find out more [Laurent Delaurière | LinkedIn](#)

*"The Finance and Legal Direction brings together the Finance, Tax, Indirect Procurement, General Services, and Governance and Compliance teams. Together, with a strong team, we will continue to improve our financial performance to ensure the group's sustainable profitability, while adapting to changes in global regulations."*

### **Stanislas DUTHIER – Chief Information Systems Officer**

Stanislas DUTHIER began his career in 1998 as a development engineer then a consultant working in start-ups and larger structures. After two years in Hungary supporting the development of a supermarket chain, he joins FNAC in 2005. There he held various responsibilities to execute the brand's e-commerce and multi-channel strategy. He continued this dynamic in 2011 at CARREFOUR. It is in 2017 that Stanislas DUTHIER joins the world of cosmetics as IT Digital and Retail Director of L'OREAL EMEA, before joining the Groupe Rocher in 2020 to take up the position of group Information Systems Director. A member of the group's Executive Committee since July 1, 2023, Stanislas DUTHIER holds an MBA in Operations and Decision Systems from Laval University (Quebec).

Find out more [Stanislas Duthier | LinkedIn](#)

*"The Information Systems Department is at the service of our customers, our businesses and our employees. Its priorities are to ensure quality and rigor, to act for digital responsibility and to support technological changes with pragmatism."*

### **Vincent TAGLIONI – Chief Operations Officer**

Vincent TAGLIONI has an extensive experience in Operations. After several years in consulting at PwC and in the automotive industry at Valéo, he joins the Groupe Rocher in 2006. For twelve years, he headed the Purchasing Department (until 2013), and then the Supply Chain and Distribution Department (from 2013 to 2018). In 2018, Vincent TAGLIONI moves to the United States to become Chief Operations Officer of Arbonne, the group's botanical cosmetics and nutrition brand specialized in social selling based in California, acquired by the group at the time. On July 1, 2023, he is appointed Group Chief Operations Officer and joins the Groupe Rocher's Executive Committee. Vincent TAGLIONI is a graduate of Arts et Métiers Paris.

Find out more [Vincent Taglioni | LinkedIn](#)

*"The challenge of the role will be to transform our organizations and processes so that Operations, through a committed, agile, and caring community towards both People and Nature, deliver products and services for the benefit of our brands' competitiveness and their customer satisfaction."*

### **Guillaume DARROUSEZ – Chief Executive Officer Yves Rocher**

Guillaume DARROUSEZ is an expert in retail and e-commerce. He was Chief Executive Officer of Darty.com (2005-2008), Cyrillus Vertbaudet Group (2011-2013) and GrandVision (Générale d'Optique, GrandOptical, Mas Vision, 2013-2015).

He joins the Groupe Rocher in 2015 as Chief Executive Officer of Yves Rocher for Northern and Central Europe, and then Chief Executive Officer of Yves Rocher International. In 2020, he becomes Chief Executive Officer of Petit Bateau, Groupe Rocher's textile brand. Appointed Chief Executive Officer of the Yves Rocher brand on September 1, 2023, Guillaume DARROUSEZ then joins the Groupe Rocher's Executive Committee. He holds a DEA in International Economics and Finance from Paris Dauphine and an MBA in Marketing and Management from Kellogg, Northwestern University (USA).

Find out more [Guillaume Darrousez | LinkedIn](#)

*"The major challenges of this position will be to improve the profitability of the Yves Rocher brand in the short term, to develop growth drivers in the medium term and to value the brand's botanical expertise and CSR commitment over the long term."*

### **Jennifer ORLANDO – Chief Executive Officer Arbonne**

Jennifer ORLANDO has extensive management experience in the retail and cosmetics sectors. She has spent the first seven years of her career in the cosmetics sector within the American group Macy's. She joined LVMH in 2011 as Regional Sales Manager for the Benefit Cosmetics brand in the Northwest Region of the United States. In 2019, she joined the Groupe Rocher as Vice President of Field Community for Arbonne, the group's botanical cosmetics and nutrition brand specialized in social selling. Appointed Sales Director in 2020 and Chief Executive Officer of Arbonne in July 2023, Jennifer ORLANDO is a member of the Groupe Rocher's Executive Committee. She is a graduate of California State University, Monterey Bay.

Find out more [Jennifer Orlando | LinkedIn](#)

*"The main challenges for the Arbonne brand are to increase the number of consultants and consumers by strengthening the desirability and innovation of its core products. In tandem, to focus on increasing its global presence in the health and wellness industry."*

### **Joffrey CHARTIER – Chief Executive Officer Sabon**

Joffrey CHARTIER has spent most of his career internationally within renowned French groups, leaders in the cosmetics and luxury goods markets. After ten years at the L'Oréal group and more specifically Lancôme, where he alternatively held business development and general management positions both in Europe and the Americas, Joffrey CHARTIER joins the LVMH group in 2010 as General manager of Christian Dior Travel Retail EMEA, and later as Vice President Beauty Operations & Retail with DFS in Hong Kong. In 2019, he joins the Chalhoub Group in Dubai, leader in luxury goods in the Middle East, as Vice President Beauty. In 2020, Joffrey CHARTIER joins the Groupe Rocher as Chief Executive Officer of Sabon, a premium brand of the group distributing beauty products and home fragrances made from precious and natural ingredients. On July 1, 2023, Joffrey CHARTIER joined the group's Executive Committee. He holds degrees in finance from ESCM and an MBA in international business from the University in San Diego (USA).

Find out more [Joffrey Chartier | LinkedIn](#)

*"The major challenge for the Sabon brand, which already has a strong presence in Asia, is to accelerate its globalization, introduce new categories, new business models, new channels and conquer new markets to make Sabon a major player in the beauty market by 2030. With an increased weight in the group, Sabon will support its premiumization, internationalization and agility."*

### **Stéphanie MARNAT-CHASTENET – Chief Executive Officer Stanhome**

After holding the position of Director of Management and Logistics at Castorama for five years, Stéphanie MARNAT-CHASTENET takes over management control at Petit Bateau within the Groupe Rocher in 2007. In 2012, she is appointed Director of Finance and Management at Stanhome, the group's direct sales brand offering a range of home, beauty and personal care products. Stéphanie MARNAT-CHASTENET is subsequently assigned Chief Executive Officer of Stanhome France in 2017, and then of Stanhome Mexico in 2020. Returning to France in 2022, she is now Chief Executive Officer of the Stanhome brand. She joins the Groupe Rocher's Executive Committee on July 1, 2023. Stéphanie MARNAT-CHASTENET holds a two-year technical degree in Commerce, a bachelor's in economics, and a master's degree in Management.


Find out more [Stéphanie Marnat-Chastenet | LinkedIn](#)

*"Our challenge for the Stanhome brand over the next few years will be to innovate responsibly, both in terms of products and services. In this way, the brand will offer both our sales force and our customers a lifestyle that is increasingly respectful of people and the planet."*

### **Matthieu GOMART – Chief Executive Officer Flormar**

Starting his career as an auditor and spending a few years as a finance executive in the automotive industry, Matthieu GOMART joins the LVMH Group in 2001 as Senior International Auditor before being appointed Vice President Finance at Moët et Chandon in 2003. He is promoted end of 2005 as Chief Financial Officer of Domaine Chandon California and Newton Vineyards, based in San Francisco. In 2011, he joins the Groupe Rocher as group Chief Financial Officer. He is appointed Chief Executive Officer of Yves Rocher Russia in 2014, based in Moscow, with responsibilities subsequently expanding to Eastern Europe. In 2020, he is appointed Chief Executive Officer of Flormar, leader of the make-up category in Turkey and the Middle East, based in Istanbul. He joins the Groupe Rocher's Executive Committee on July 1, 2023. Matthieu GOMART is a CPA and graduated from INSEAD Executive MBA.

Find out more [Matthieu Gomart | LinkedIn](#)



*"Flormar 2030 vision is to become a key player in the overall make-up universe. To do so, Flormar will continue to develop a high-quality offer considering both product efficacy and customer experience. And Flormar will accelerate its international development, relying on business partners capable of building the brand on their own markets while delivering outstanding quality of execution on the field."*

**Alexandre RUBIN – Chief Executive Officer Petit Bateau**

Alexandre RUBIN has an extensive experience in the retail sector. He spent fourteen years in various management positions at Marks and Spencer, Habitat and Starbucks Coffee. In 2008, he becomes Head of Retail at Sephora France and, in 2012, Chief Executive Officer France of Camaïeu. Alexandre RUBIN joins the Groupe Rocher in 2014 as the International Retail Managing Director of Yves Rocher, and then became Chief Executive Officer France & Benelux. His appointment on September 1, 2023, as Chief Executive Officer of the group's textile brand, Petit Bateau, marks his return in the ready-to-wear market. Therefore, he joins the Groupe Rocher's Executive Committee. Alexandre RUBIN has a DESS in Marketing (Sorbonne) and an MBA from the University of Quebec (Montreal) and Paris Dauphine.

Find out more [Alexandre Rubin | LinkedIn](#)

*"The main challenge for the iconic brand, Petit Bateau, is to guarantee the perennity of a profitable growth through a well-balanced omnichannel business model and an attractive & sustainable offer. People and Teams engagement will be the key factor of success."*

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