



LAURA DESMOND

Independent Director
Member of the Strategy & CSR Committee

BIOGRAPHY – PROFESSIONAL EXPERIENCE

Ms. Laura Desmond is a US citizen and lives in Chicago. She holds a B.B.A. in Marketing from the University of Iowa.

Ms. Laura Desmond was Chief Executive Officer of Starcom MediaVest Group's (SMG) Latin America Group, a global marketing and media services company which is part of Publicis Group from 2000 to 2002. From 2003 to 2007, she was Chief Executive Officer of MediaVest, based in New York. She was Chief Executive Officer of SMG – The Americas from 2007 to 2008, where she managed a network spanning the United States, Canada and Latin America. From 2008 to December 2016, she was the Global Chief Executive Officer of SMG. She was the Chief Revenue Officer of Publicis Group from December 2016 to December 2017.

Ms. Laura Desmond has been a member of the Board of Directors of Adobe Systems (since 2012) and Syniverse Technologies (since 2016) and also Lead Independent Director of DoubleVerify (since 2017). She is also Founder and Chief Executive Officer of Eagle Vista Partners, a strategic advisory and investment firm focused on marketing and digital technology, based in Chicago.

Ms. Laura Desmond was co-opted by the Board of Directors of Capgemini SE with effect from January 1, 2019. She has been a member of the Strategy and Investment Committee (renamed Strategy & CSR Committee in March 2019) since this date. She brings to the Board her wealth of experience in digital strategy, data analytics and content, developed as a seasoned executive and Director at key industry players servicing leading clients.

Date of birth:
March 5, 1965

Nationality:
American

Business Address:
Eagle Vista Partners
330 North Wabash
Chicago, Illinois 60611,
USA

First appointment:
2019 (co-optation)

**Expiry of term
of office:**
2020
(General Meeting
approving the
2019 financial
statements)

**Number of shares
held at 2019/03/20:**
1,000

Principal office:

Ms. Laura Desmond has been Founder and Chief Executive Officer of Eagle Vista Partners since March 2017.

OFFICES HELD IN 2018 OR CURRENT OFFICES AT DECEMBER 31, 2018

Founder and Chief Executive Officer of:

— EAGLE VISTA PARTNERS (since March 2017)

Director of:

— SYNIVERSE TECHNOLOGIES (since 2016)

— ADOBE SYSTEMS* (since 2012)

Lead Independent Director of:

— DOUBLE VERIFY (since 2017)

OTHER OFFICES HELD DURING THE LAST FIVE YEARS (OFFICES EXPIRED)

Chairman of:

— ADVERTISING COUNCIL (until 2015)

* Listed company.