

Press contact:

Christel Lerouge

Tel.: +33 (0)1 47 54 50 76

E-mail: christel.lerouge@capgemini.com

Hester Decouz

Tel.: +44 870 904 5758

E-mail: hester.decouz@capgemini.com

Bob Scott appointed as new Group Director of Marketing at Capgemini

Paris, 22 November 2012 – Philippe Grangeon, Group Marketing and Communications Director and Member of the Group Executive Committee at Capgemini Group, one of the world’s foremost providers of consulting, technology and outsourcing services has appointed Senior Vice President Bob Scott, as the new Group Director of Marketing, effective from November.

Bob Scott is British and has been with the Capgemini Group for over 20 years having joined Hoskyns a leading IT services company in the UK, in an outsourcing deal in 1992.¹ He has worked in numerous parts of the organization from Consulting to Applications and Outsourcing, including roles such as Head of e-Business and CRM, Head of Offer Development for Outsourcing Services and Head of Public Sector Outsourcing. Most recently he has worked closely with Sogeti on Testing and led the Business Process Management Global Service Line. Bob’s extensive experience working on large deals and Account Based Marketing is best exemplified by his leadership of the successful Metropolitan Police contract (the police force responsible for law enforcement in Greater London) from 2004 to 2007. Over the past 15 years, Bob has also had responsibility for marketing in various roles globally for the outsourcing division and locally for different UK sector and Business Units.

Bob’s most well known marketing contribution is the “Rightshore[®]” concept which is now at the heart of the Group and is used to describe Capgemini’s global delivery model. It was a term which Bob first used back in 2003, to describe the right mix of location, resources and skills to offer the optimum solution for customers.

Bob began his career at British Coal, following a Mining Engineering Trainee programme, before moving into providing external consultancy for the NHS, Department for Social Services and Export Credits (ECGD). Bob holds a Bachelors degree in Mining Engineering from the University of Nottingham and an MSc in Operational Research from the London School of Economics and Political Science.

¹ Hoskyns Group plc was acquired by Capgemini in 1990



About Capgemini

With more than 120,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model. Learn more about us at www.capgemini.com.

Rightshore® is a trademark belonging to Capgemini