**Cécile Kossoff joins Europ Assistance as Group Chief Brand, Marketing, Communication and Sustainability Officer**

**Une image contenant Visage humain, personne, habits, sourire

Description générée automatiquementSaint-Denis, France, November 7, 2023** – Cécile Kossoff has joined the executive team of the Europ Assistance Group as Group Chief Brand, Marketing, Communication and Sustainability Officer, bringing to the group her more than 20 years of experience in the marketing and communication leadership of international companies.

In her new role, Cécile Kossoff will focus on the global development and deployment of the group's brand and marketing strategy, as well as its international positioning through the coordination of an internal and external professional network. She is also tasked with steering Europ Assistance's Corporate Social Responsibility (CSR) policy and promoting the group's image and values both internally and externally, as key drivers of engagement and pride among employees.

*"I am delighted to welcome Cécile to the group and to our executive committee. On the occasion of Europ Assistance's 60th anniversary, her arrival is excellent news at a pivotal moment for the group. Her extensive experience in various international companies, combined with her business expertise and vision, will help to enhance the visibility and reputation of our brand and services, strengthen our CSR policy, and structure our approaches to address both internal and external communication challenges,"* states Antoine Parisi, CEO of Europ Assistance Group.

Cécile Kossoff began her career as the Director of Strategy, Marketing, and Communication at LexisNexis France (Reed Elsevier Group). In 2007, she joined McKinsey & Company as the Director of Communication for the French subsidiary. In 2010, she took over a global role, leading brand studies and positioning evolutions for the firm and advising countries and practices on their reputation strategies. In 2018, she joined Mazars as the Director of Brand, Marketingand Communication for the group where, over the course of five years, she transformed the brand and implemented marketing strategies to position the firm today as a global leader in its industry.

Cécile Kossoff holds a pre-doctoral degree in semiology of media and communication strategies from the Institute of European Studies (University of Paris 8). In addition to her professional activities, she teaches brand management and marketing at HEC Paris, as well as diversity and inclusion management. She is a co-author of authoritative publications on the subject, including "*Myths and barriers preventing the progression of women*" Mazars, 2022 ; "*Women Matter: Time to accelerate – 10 years of insights from McKinsey’s research*" McKinsey, 2017.

*"I am thrilled to join Europ Assistance, a group with a rich entrepreneurial history that has evolved into a global leader in assistance and a mission-driven company. Alongside the entire team, I am committed to showcasing the skills, commitments, and values of the group both in France and internationally by leveraging all our strategic initiatives,"* adds Cécile Kossoff.

**ABOUT EUROP ASSISTANCE**

Founded in 1963, Europ Assistance, the inventor of assistance, supports customers in over 200 countries and territories thanks to our network of 750.000 approved providers and 57 assistance centres. Our mission is to bring people or corporates from distress to relief – anytime, anywhere. We provide roadside assistance, travel assistance and insurance, as well as personal assistance services such as the protection of the elderly, the protection of digital identity, telemedicine and the Conciergerie. The vision of the group, shared by its 12,000 employees, is to be the most reliable care company in the world.

europ-assistance.com