

JCDecaux

Albert Asseraf is appointed Strategy, Marketing & Research Director of JCDecaux Airport and JCDecaux Artvertising for France

Out of Home Media

Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
Iceland
India
Ireland
Italy
Japan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Mexico
Netherlands
Norway
Poland
Portugal
Russia
Serbia & Montenegro
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
Turkey
United Kingdom
United States
Uruguay
Uzbekistan
Ukraine

Paris, November 6, 2006 – Albert Asseraf has been appointed Strategy, Marketing & Research Director of JCDecaux Airport and JCDecaux Artvertising for France.

Reporting directly to Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux SA, he has been a member of the French Management Committee since 2004 in his capacity as Strategy, Marketing and Research Director of JCDecaux Street Furniture and the Avenir Billboard activities in France. He has now also been put in charge of JCDecaux Airport and JCDecaux Artvertising (event-based advertising) for France in order to develop synergies between these four brands in terms of product offerings, research and the definition of marketing strategies.

After obtaining a Master's Degree in Information Science & Technology, Albert Asseraf (45) began his career in 1985 with Comecon, an outdoor advertising consultancy firm. He continued his career within Carat Comecon Affichage where he was appointed Director of Studies & Tools in 1990. He became General Manager of Carat Expert Affichage in 1993 and subsequently, in 2001, General Manager of Carat Expert Affichage et Médias Locaux. Since 1994, he has also been giving courses in Marketing, Advertising and Media in the Business Communication Training & Research Unit of the University of Paris XIII.

Albert Asseraf is also a member of the Board of Directors of the IREP (Institute of Advertising Research & Studies), a member of the Executive and Scientific Committees of the Affimétrie audience metrics organization, a member of the Board of Directors of the CESP audience measurement association, and a member of CESP's Billboard College.

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