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Jérôme Guilbert appointed Director of the CNRS Communications Department

Antoine Petit, the President and CEO of the CNRS, has appointed Jérôme Guilbert as the Director of the Communications Department and as a member of the organization's Executive Committee, in charge of both internal and external communication effective 1 November 2022.

Jérôme Guilbert has dual experience in the general management of an advertising agency as well as the management of communications. He began his career in the marketing department of L'Oréal in Copenhagen and in strategic planning for the CLM/BBDO advertising agency in Paris, before serving as the head of strategies at the BETC agency (Groupe Havas) in 1995. Appointed the Managing Director of the McCann Agency in Paris in 2006, he served as the Director of Communications for Sciences Po from 2013 to 2020. He then performed the same duties with the reinsurer SCOR, before joining the consulting firm Bain & Company in Paris as Director of Marketing.

A graduate of l'université de Paris-Dauphine, Sciences Po, and the London Business School, he has taught brand strategy and risk communication at Sciences Po.



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