



## Calixte de la Martinière appointed Human Resources and Transformation Director

Saint Gilles Croix de Vie (France)

**Groupe Beneteau announces today the appointment of Calixte de la Martinière as Human Resources and Transformation Director. In this capacity, he is joining the Group's Management Board.**

« By bringing together these two strategic functions, Groupe Beneteau is strengthening its ability to accompany organizational changes and the evolution of its businesses. The human dimension is key for the success of the *Let's Go Beyond!* plan, » explains Jérôme de Metz, Chairman and CEO.

Calixte de la Martinière joined Groupe Beneteau in 2018 as Transformation Director. During these three years, he has in particular led the Delphia integration project, launched the ERP renewal project, participated in the construction of the *Let's Go Beyond!* plan and worked on the implementation of the new organizations.



"All transformation projects include a human dimension that is essential for understanding how the ways we operate will be evolving. After many years of managing transformation projects in different companies, my new role is to help employees and teams adapt and grow in the context of the Groupe Beneteau's transformation," says Calixte de la Martinière.

After a start in a strategy consulting firm, Calixte de la Martinière joined the Strategy Department of the FNAC Group where he led various projects related to the digitalization of the business. Later, as Director of Operation Projects for the FNAC-Darty Group, he led the merger of the two companies' logistics, after-sales and delivery operations.

Calixte de la Martinière is aged 40. He speaks French, English and Spanish.



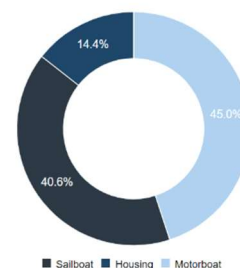
## ABOUT GROUPE BENETEAU

As the boating industry's global market leader, Groupe Beneteau, through its Boat Division's 11 brands, offers nearly 180 recreational boat models serving its customers' diverse navigational needs and uses, from sailing to motorboating, monohulls and catamarans.

Leading the European leisure homes market, the three brands from the Group's Housing division offer a comprehensive range of leisure homes, lodges and pods that combine eco-design with high standards of quality, comfort and practicality.

With its international industrial capabilities and global sales network, the Group employs 7,500 people, primarily in France, the US, Poland, Italy and China.

FY 2019-20 Group revenues: EUR 1344.4M



## CONTACT – GROUPE BENETEAU

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