



Press release  
July 12, 2022

## Marion Cardon-de-Champsavin is appointed Marketing Director of Korian Group



Korian announces the appointment of Marion Cardon-de-Champsavin as **Group Marketing Director**. In this capacity, she joins the general management committee. She will report to Sophie Boissard, CEO.

She will represent the voice of residents, families and patients and ensure that the promises of the Korian group's various brands embody a quality experience. She will develop a marketing strategy aligned with the Group's challenges and coordinate the conception and roll-out of marketing plans in the seven countries in which

Korian operates.

Marion Cardon-de-Champsavin started her career at **Disneyland Paris**, first within the Strategic Planning entity, an in-house strategy consulting agency (2004 to 2008), then within the Strategic Marketing Department (2009 to 2014). She then became Marketing and Digital Director of **Barrière Hotels** (2014 to 2018), supporting the transformation of the Group's image and services as well as its digital shift. She then joined the **LVMH Group** (2018 to 2020), in charge of the Marketing and Digital Department of LVMH Hotel Management (Cheval Blanc Hotels) to develop the brand and strengthen the customer experience.

Aged 42, she is a graduate of Sciences Po Rennes (2001) and has an MBA from Essec Business School (2004).

### About Korian

Korian, the leading European Care Services Group for elderly and fragile people  
[www.korian.com](http://www.korian.com)

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