

## COMMUNIQUÉ DE PRESSE

### KEVIN CARDONA APPOINTED HEAD OF INNOVATION AT BNP PARIBAS REAL ESTATE FOR ALL ITS BUSINESS LINES

Kevin Cardona, 34 years old, has been appointed Head of Innovation at BNP Paribas Real Estate. He reports to Pascal Maury, Deputy Managing Director of BNP Paribas Real Estate in charge of Human Resources, Strategy & Innovation. In this role, Kevin Cardona will promote innovation for all the business lines of BNP Paribas Real Estate, as well as carrying out technological and competitive sourcing for the company. As innovation is a collaborative effort, Kevin will also be in charge of structuring ground-breaking initiatives for BNP Paribas Real Estate by galvanising innovators within the group, in direct collaboration with an ecosystem of external partners, whether start-ups or large companies.

*“In a constantly evolving world and market, we are convinced that our company needs to continue making progress in terms of differentiation and the performance of our products and services. Kevin Cardona will play a key role in this process, while supporting our employees in their ground-breaking initiatives. Our presence, for the second time, at the Consumer Electronic Show (CES) in Las Vegas confirms our intention to go the extra mile and enhance our ‘open innovation’ ecosystem”* says Pascal Maury.



Kevin Cardona joined BNP Paribas Real Estate in February 2015 as Head of Innovation and Sustainable Development for the Development business line.

Before joining BNP Paribas Real Estate, Kevin Cardona occupied several positions at Unibail-Rodamco: firstly as an Office programme Manager in 2007, then becoming Sustainable Development Manager for the Group in 2009, then Director of Innovation projects in 2012.

Kevin Cardona has a Masters in Sustainable Development Management from HEC Paris and a Civil Engineering and Urban Planning degree from INSA Lyon. He also lectured for five years at HEC on sustainable development applied to commercial real estate.

#### About BNP Paribas Real Estate

BNP Paribas Real Estate, one of the leading international real estate providers, offers its clients a comprehensive range of services that span the entire real estate lifecycle: property development, transaction, consulting, valuation, property management and investment management. BNP Paribas Real Estate has local expertise on a global scale through its presence in 36 countries with approximately 180 offices and 3,800 employees (16 wholly owned and 20 by its Alliance network, which represents today more than 3,200 people). BNP Paribas Real Estate is a subsidiary of BNP Paribas.



For more information: [www.realestate.bnpparibas.com](http://www.realestate.bnpparibas.com)  
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