

PRESS RELEASE

BNP Paribas Real Estate creates a “Business Services” department

BNP Paribas Real Estate is creating a “Business Services” department that will encompass the Strategic & Digital Marketing, Communication, Research & Innovation departments as well as the Data Science & Analytics office.

To contend with the many changes in the real estate sector, this new department will support the company's growth by stepping up the transformation and development of its service offers and the new customer experiences of BNP Paribas Real Estate's various business lines.

It will be managed by **Laurent Pavillon**, who will report directly to the company's CEO Thierry Laroue-Pont.

“The main tasks of this Client-Centric and Data-Driven organisation will be to forecast new trends, accelerate the digitalisation of our channels and services and enhance the experience and satisfaction of our clients by supporting business line performance” **Thierry Laroue-Pont.**



Laurent Pavillon, 50 years old, started his career in 1995 at Nestlé as an internal auditor before going on to occupy various B2C Marketing, Consumer goods and Innovation roles.

He joined BNP Paribas Real Estate in 2008 as Marketing Director, then became head of Digital Marketing in 2013. In 2015, Laurent Pavillon was appointed Global Head of Business Marketing and Communications and took responsibility for the Digital, Marketing and Communication strategies of the BNP Paribas Real Estate group.

In March 2021, he is appointed Global Head of Business Services, bringing together the Strategic & Digital Marketing, Communication, Research & Innovation departments as well as the Data Science & Analytics office.

Laurent Pavillon is a graduate of Lyon EM (*Ecole de Management*) in Marketing and Entrepreneurship.

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. With 5,400 employees, BNP Paribas Real Estate supports owners, leaseholders, investors and communities thanks to its local expertise across 32 countries (through its facilities and its Alliance network) in Europe, the Middle-East and Asia. BNP Paribas Real Estate, as part of the BNP Paribas Group, generated € 1.01 Bn of revenues in 2019.

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Classification: Internal

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