

EASA appoints Lucas Boudet as new Director General

Brussels, 7 October 2016

The European Advertising Standards Alliance (EASA) appoints Lucas Boudet as Director General.

Lucas Boudet will be joining EASA on 10 October 2016 as its new Director General. Mr Boudet replaces Oliver Gray, who left the Association in June 2016 to launch his own consultancy¹.

Before joining EASA, Mr. Boudet has been running for the last 10 years self-financed independent membership driven business associations both in Belgium and abroad.

He was Secretary General of the French Korean Chamber of Commerce and Industry (FKCCI) based in Seoul, South Korea, as well as Executive Director of the Franco-Thai Chamber of Commerce (FTCC) in Bangkok, Thailand and, prior to that, Director of the French Chamber of Commerce and Industry in Belgium (CFCIB) located in Brussels.

Mr. Boudet, 38, holds Master's degrees in entrepreneurial studies as well as in French and Anglo-American business law. A Canadian and French national, he speaks French, English, Dutch and Spanish, as well as some Thai and Korean.

EASA's Chairman, Stéphane Martin, said: *"I am delighted that Lucas, with his wealth of previous experience, will bring a fresh mindset to EASA. Relying on an experienced team of seven, he will be further consolidating EASA's achievements since its foundation in 1992, and shall continue the promotion and recognition of effective advertising self-regulation in Europe and beyond, especially with regard to the digital single market. With the support of EASA's Board, Lucas will be contributing to the development of new products and services for the benefit of our members, which represent the entire ad value chain, including international and European industry organisations as well as national Self-Regulatory Organisations, ensuring the strong delivery of EASA's mission."*



¹ <http://www.easa-alliance.org/news/easa/easa-director-general-launch-new-consultancy>



Lucas Boudet expressed: *“I am happy to join the EASA team and eager to build on my 10-year experience leading business associations in Belgium and abroad. I will do my uttermost to provide its board and members with the most efficient and relevant support to successfully tackle the challenges and seize the opportunities of these ever-changing times. I am here to serve you and look forward to meeting you all shortly.”*

- END -

Contact Information:

lucas.boudet@easa-alliance.org

+32 (0) 2 513 78 06

For further information on EASA, please visit www.easa-alliance.org or contact communications@easa-alliance.org