

Julien Landfried appointed Executive Director Communications and Public Affairs



Julien Landfried, 40, graduated from HEC Paris in 2002 and began his career as Marketing Director with the CFPJ school of journalism. He later moved to Ineum Consulting (2004-2006), then worked for the French daily Marianne, heading up internet activities. From 2009 to 2012, he was Executive Director of Paris Tech Review, an online magazine linked to the Paris Tech engineering schools group. In 2013, he joined Publicis Consultants' Influence division as a Partner, providing communications advisory services for many different companies, particularly in the real estate sector.

Julien Landfried joined Gecina in December 2017 and was previously Chief of Staff and Public Affairs, reporting to Méka Brunel, Director and Chief Executive Officer.

Gecina, living the city in a different way

Gecina owns, manages and develops property holdings worth 19.6 billion euros at end-2017, with nearly 93% located in the Paris Region. The Group is building its business around France's leading office portfolio and a diversification division with residential assets and student residences. Gecina has put sustainable innovation at the heart of its strategy to create value, anticipate its customers' expectations and invest while respecting the environment, thanks to the dedication and expertise of its staff.

Gecina is a French real estate investment trust (SIC) listed on Euronext Paris, and is part of the SBF 120, CAC Next 20, CAC Large 60, Euronext 100, FTSE4Good, DJSI Europe and World, Stoxx Global ESG Leaders and Vigeo indices. In line with its community commitments, Gecina has created a company foundation, which is focused on protecting the environment and supporting all forms of disability.

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