

## **Gecina further strengthens its organization, welcoming on board two new key skills**

**Joséphine Neuman Leriche** is joining Gecina as Head of Leasing for Development Projects, reporting to Vincent Moulard, Commercial Director, within the Office division headed by Valérie Britay.



A Sciences Po Paris graduate, Joséphine Neuman Leriche, 33, brings nearly 10 years' experience in the commercial real estate sector. She was notably with Unibail Rodamco from 2008 to 2014 as Leasing Manager in charge of an office portfolio, then Senior Leasing Manager for the shopping center division. To date, she was Deputy Leasing Director for La Vallée Village, part of the Value Retail group, which she joined in 2015.

**Julien Landfried** is joining Gecina as Chief of Staff and Public Affairs, reporting to Méka Brunel.



An HEC Paris graduate, Julien Landfried, 39, began his career in 2002 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. Since 2013, he was a Partner with Publicis Consultants' Influence division.

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### About Gecina

#### **Gecina, living the city in a different way**

Gecina owns, manages and develops property holdings worth 19.5 billion euros at end-August 2017, with nearly 92% 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 (SIIC) listed on Euronext Paris, and is part of the SBF 120, 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.

[www.gecina.fr](http://www.gecina.fr)

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