

## Béatrice Judel appointed Head of Transactions and Marketing for the Residential division



Béatrice Judel joined Gecina as Head of Transactions and Marketing for the Residential division on September 1, 2018. She will be part of the Management Committee, reporting to Franck Lirzin, Group Executive Director Residential.

Béatrice Judel, 52, is an ENSMA engineer and has nearly 30 years' experience in marketing, communications and sales roles in the real estate, tourism, media and transport sectors. From 2013, she was Marketing, Digital and Communication Director for the Pierre&Vacances-Center Parcs Group's real estate branch.

Béatrice Judel began her career with Air France, as a sales manager and project leader (1988-1999). She then moved to the newspaper Le Parisien, part of the Editions Philippe Amaury press group, as Sales Director Distribution, before joining Servisair (Derichebourg Group) in 2005 as VP Business Development European Airlines. In 2007, she became Marketing, Sales and Communications Director for Taxis Bleus. In 2010, she returned to the Editions Philippe Amaury press group as Sales Director Advertising for the various editions of Le Parisien and the newspaper L'Équipe, at the heart of the Amaury Media agency.

---

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

Gecina owns, manages and develops property holdings worth 19.8 billion euros at end-June 2018, 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 (SIIC) 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 commitments to the community, 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)

---

### GEcina CONTACTS

#### Financial communications

Samuel Henry-Diesbach

Tel: +33 (0)1 40 40 52 22

[samuelhenry-diesbach@gecina.fr](mailto:samuelhenry-diesbach@gecina.fr)

Virginie Sterling

Tel: +33 (0)1 40 40 62 48

[virginiersterling@gecina.fr](mailto:virginiersterling@gecina.fr)

#### Press relations

Julien Landfried

Tel: +33 (0)1 40 40 65 74

[julienlandfried@gecina.fr](mailto:julienlandfried@gecina.fr)

Armelle Miclo

Tel: +33 (0)1 40 40 51 98

[armellemiclo@gecina.fr](mailto:armellemiclo@gecina.fr)