

Double appointment in the Communications, Public Affairs and Brand Department

Gecina is making certain changes to its Communications, Public Affairs and Brand Department, led by Julien Landfried, Executive Committee member, by extending the scope of two directors.



A Management Committee member, **Victoria Demazel Martins** has been appointed Director of Brand and Internal Communications.

An Ecole Supérieure du Commerce Extérieur (ESCE) graduate, with a Master's in International Business and International People Management, Victoria Demazel Martins began her career in 2012 with the integrated communications agency Havas Paris. After eight years as a Consultant then Consulting Director specialized in employer branding and internal communications, she joined Gecina in 2020 as Internal Communications Manager.



Also a member of the Management Committee, **Glenn Domingues** has been Director of Public Affairs and Corporate Communications since the end of 2021.

After graduating from Neoma Business School in Reims, Glenn began his career with the lobbying firm Séance Publique, before moving to Publicis Consultants in 2014 as a Public Affairs Consultant. In 2017, he was recruited as a Senior Consultant by the communications strategy consultancy Taddeo.

He joined Gecina in 2018 as Public Affairs Manager, before being appointed Director of Public Affairs for the Group.

About Gecina

As a specialist for centrality and uses, Gecina operates innovative and sustainable living spaces. The Group owns, manages and develops Europe's leading office portfolio, with over 97% located in the Paris Region, and a portfolio of residential assets and student residences, with over 9,000 apartments. These portfolios are valued at 20.1 billion euros at end-December 2021.

Gecina has firmly established its focus on innovation and its human approach at the heart of its strategy to create value and deliver on its purpose: "Empowering shared human experiences at the heart of our sustainable spaces". For our 100,000 clients, this ambition is supported by our client-centric brand YouFirst. It is also positioned at the heart of UtilesEnsemble, our program setting out our solidarity-based commitments to the environment, to people and to the quality of life in cities.

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 and Euronext 100 indices. Gecina is also recognized as one of the top-performing companies in its industry by leading sustainability benchmarks and rankings (GRESB, Sustainalytics, MSCI, ISS ESG and CDP).

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

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