

ANTOINE SIRE

Director of the Company Engagement department



Career

He was Assistant to the Director for Communications and Regional Action of the French Association of Banks - now FBF - from 1992 to 1995, then Communications Director of the Confédération Nationale du Crédit Mutuel (1995-1997). For 16 years, he was Head of Group Communications for BNP Paribas, where he created the company's new brand following the merger of BNP and Paribas, and developed its strong reputation. He also played a key role in developing the brand's international recognition and broadened its social commitments. For 13 years, he co-hosted BFM Business's radio programme dedicated to new technologies called Atelier Numérique. In 2013, he left BNP Paribas to focus on a long-term personal project, writing a historical book on Hollywood's Golden Age actresses, published in 2016. In parallel, and since 2015, he has been Partner at Havas's Paris agency.

Education

Antoine Sire graduated from IEP (Institut d'Etudes politiques) Paris and holds a degree in Public Law.

BIOGRAPHY



BNP PARIBAS

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