



Retail Media Leader Estelle Decré Ravez joins Criteo as Managing Director France

Paris, June 3, 2024 - [Criteo S.A.](#) (NASDAQ: CRTO), the Commerce Media company, today announced the appointment of Estelle Decré Ravez as Managing Director Enterprise France. As a recognized figure in the Retail Media ecosystem, Estelle Decré Ravez takes over as head of the French office with the ambition of strengthening support and collaboration with Criteo's retailer, brand and agency partners, as well as evangelizing the unique value proposition of the French AdTech company in this market.

Estelle Decré Ravez brings with her 15 years' experience as a multi-disciplinary executive and management positions in various companies in the retail, media and technology sectors, as well as her considerable expertise of the digital advertising ecosystem. As Global Partnerships Director at Carrefour, she negotiated, orchestrated and managed strategic Retail Media partnerships, both in-store and digital, in close collaboration with all Carrefour stakeholders. More recently she held the position of Vice President Strategic Partnerships at Unlimitail. At Criteo, her focus will be on building and growing the Commerce Media proposition across the French market, working closely with retailers, brands and agencies in this fast-evolving market.

As a member of the EMEA management team, Estelle will contribute to the evolution of Commerce Media across Europe, as well as supporting managers and sales teams working with retailers, brands and agencies, focusing on operational excellence, relationship management and customer satisfaction.

“Over the past few years, we have accelerated our transformation as a leader in Commerce Media by creating a [unique unified platform](#) meeting the needs of all players in the advertising industry. We're delighted to welcome Estelle to our team. She brings the right combination of retailer knowledge and commercial leadership to our business – her strategic vision will help generate better value and business outcomes for our clients in France and in Europe”, says **Megan Clarcken, Criteo's CEO.**

*“Criteo's value proposition gives it a unique position in our industry and their vision of a unified Retail Media ecosystem enables it to meet and anticipate the evolving needs of retailers, brands and agencies,” explains **Estelle Decré Ravez**. “I'm deeply convinced of its growth opportunities – whether in terms of product development, market expansion or operational excellence – and I'm very excited to be part of Criteo's 'resurgence', both by taking stock objectively but also by building on its strengths ... and there are many of them!”*

A graduate of Sciences Po Paris and St. Martin's College (London), Estelle Decré Ravez began her career in the telecoms industry, followed by international experience with Ahilya in London. She has an impressive track record, including stints with Unlimitail, Carrefour Links, Adux, 366 and Horyzon Media. Estelle is also involved in a number of industry professional organizations, including Alliance Digitale and as a board member of the Hub Institute's Retail community.

In her new role as Managing Director France at Criteo, Estelle Decré Ravez will report to Jill Orr, Managing Director Enterprise EMEA.

About Criteo

[Criteo](#) (NASDAQ: CRTO) is the global commerce media company that enables marketers and media owners to drive better commerce outcomes. Its industry leading Commerce Media Platform connects thousands of marketers and media owners to deliver richer consumer experiences from product discovery to purchase. By powering trusted and impactful advertising, Criteo supports an open internet that encourages discovery, innovation, and choice. For more information, please visit www.criteo.com.

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