

VALÉRIE OHANNESSIAN

My wish to serve the Lagardère Group is based on two areas of commitment dear to me.

Firstly, culture and the dissemination of ideas have been central to my motivation since a very young age when, as a second year literature student, I was planning to enter the field of education. I have always retained a love of books, respect for the media and the personal determination to share opinions and knowledge. This has been the essence of my work at the professional organisations I have served, notably by coordinating expert reviews in the financial sector such as *Risques*, by heading media and publishing at *Revue Banque* for 11 years and by personally publishing two educational books on the banking sector¹. It has also been at the root of my contribution as a volunteer at the economic think tank, *Fondation Concorde*. Lastly, it is the reason behind my support for the creation of IHEGC, the Higher Studies Institute for Crisis Management and Transformation. Contributing to the future of a group with legendary status, and notably to a brand with nearly 200 years of history, will be a passionate mission for me.

My lengthy experience at highly diverse organisations in the economic and financial fields has led me to reflect on the evolution of capitalism, mainly since the financial crisis of 2008. Since then, I have focused on the issues of corporate governance, in particular within benefit corporations, on formulating their *raison d'être* and defining stakeholder involvement – the core activity of my company, *Phémia Conseil*. This project, supported by Amber the main shareholder of the Lagardère Group, is to adapt the Company to the demands of modern capitalism, first and foremost concerned with corporate interests and promoting rigorous and transparent governance, that will provide the means for the sustainable development it deserves.

¹ *La banque à découvert*, RB Edition 2007, *Repères d'économie bancaire*, RB Edition 2017