

Jury President Biography

Jury type: PR
Name: Pascal Beucler

Biography:

Pascal joined MSLGROUP as SVP, Chief Strategy Officer in September 2009, helping to develop and implement the newly formed company's global strategy, particularly in the fields of research & development, business strategy (practices, strategic tools, etc.), strategic planning, trends & market surveys, audience intelligence, evaluation of the skills and expertise of potential acquisitions and branding strategy.

Pascal joined Intelligences, a strategic consultancy, in 1987, then Publicis Consultants as a Partner in 1994. In 2001, he became GM at Carré Noir, the design & branding agency, before being appointed as Vice-President of Publicis Consultants WW, in charge of Brand Strategy & International Network, in 2005.

Pascal graduated at the Sorbonne University in Paris (BA in History and in Language Sciences, master's degree in Linguistics and post graduate degree in Semio-Linguistics). An Associate Professor at CELSA (Paris IV Sorbonne) and a visiting professor at HEC (French business college), he has conducted research and published articles on branding, corporate communications, image strategy, digital transformation and the Millennials Gen.

Pascal has been a juror at the Cannes Lions Festival, the Young PR Lions, the SABRE Awards and the European Excellence Awards.