



Press release

## Dusens Group strengthens its leadership with the appointment of Emmanuel Guinot as CEO of Dusens Europe

**Nice, January 15, 2025** - Dusens Group, an international communication consultancy with 240 employees across France, Africa, and the Middle East, announces the appointment of Emmanuel Guinot as Chief Executive Officer of Dusens Europe. This strategic arrival comes at a time when the agency is reinforcing its position as a key player across three continents and expressing even greater ambitions across the entire communication value chain.



With extensive experience as a Communications Director in publicly traded companies, Emmanuel Guinot brings deep strategic insight and a clear understanding of the challenges brands face today. His mission will be to drive the agency's growth, activate new levers to reinvent corporate storytelling, and closely support executives in strengthening their influence.

His expertise in editorial strategy and passion for innovation will also play a vital role in the development of The Sixth, a forward-looking endowment fund launched by Dusens Group in September 2024 that unites communication leaders.

With over fifteen years of experience in the Communication and Marketing sectors, Emmanuel Guinot most recently served as Vice President of Communications at the Nexans Group. He also held key leadership positions at Accor and Renault, where he led the Content, Digital, and Influence department. A graduate of Sciences Po Paris, he began his career as a Marketing Consultant in the media industry.

According to Toufik Lerari, President of Dusens Group: *"The appointment of Emmanuel Guinot reinforces our agency model and solidifies our unique position in the market. More than ever, our independence—established over 35 years—our presence on three continents, and our communication expertise resonate with clients looking for international strategic vision, innovation, and 360° consulting with a strong digital DNA. Emmanuel's arrival enhances our ability to support decision-makers and amplify the impact of our actions, thanks to his extensive experience as Communications Director in major corporations. This new leadership offers a lasting competitive edge for the executives and teams we advise."*

Emmanuel Guinot, CEO of Dusens Europe, adds: *"I'm delighted to join Dusens Group, an agency I've had the pleasure of collaborating with many times. At a time when leaders need communication more than ever to bring corporate strategy to life, foster trust, and generate engagement, we must reinvent the corporate narrative, innovate boldly, and demonstrate real impact. Only a close and agile relationship between agency and client can deliver this. That's how I experienced it as a communications director, and that's how we will bring it to life with the Dusens Europe team for all our stakeholders."*



*"This appointment marks a turning point for Dusens," says Mimi Ferhat, Executive Director of Dusens Group and President of The Sixth. "Emmanuel Guinot's appointment affirms our distinctive position as a leading player dedicated to aligning business strategy and communication. This mission is central to The Sixth, our forward-thinking endowment fund, which brings together a community of communication leaders and multidisciplinary professionals committed to tackling the major transformation challenges facing companies today. Emmanuel will play a key role alongside us in strengthening this dynamic and driving our ambition to unite, inspire, and support leaders in implementing engagement strategies that address the complex issues of our time."*

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**About Dusens Group:** Dusens Group is an international communication consultancy operating in Europe, Africa, and the Middle East, structured around five key areas of expertise: Consulting, Branding, Digital, Growth, and Innovation. With 35 years of experience, the group is renowned for its ability to turn stakeholder engagement into a driver of trust and growth—for individuals, companies, and society at large. Dusens Group provides long-term international support to major players such as Engie, Renault Group, Nexans, Viatris, Accor, Hermès, Bouygues, Sanofi, Vinci Energies, BNP Paribas, Faderco, Ifri, Palmary, Cevital, Schlumberger, and Thales.

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