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Mercedes Erra

Founder of BETC

Executive President of Havas Worldwide

Mercedes Erra is the founder of BETC, the leading French advertising agency that bears her name (she is the E), and Executive President of Havas Worldwide. Settled in Pantin, the close suburbs of Paris, BETC employs now 1,200 collaborators and has been appointed International Agency of the year 2019 by Adweek.

A graduate of HEC and the Sorbonne (Masters and Professor of Literature), Mercedes specialises in the development and management of world renowned brands. She is responsible for the major strategic shifts of leading brands (health for Danone, youth for Evian, Air France vision « Making the sky the best place on earth », and Mac Donald's « Come as you are » to name a few).

On a personal level, Mercedes is involved in numerous initiatives as an advocate in favour of women, youth, human rights and innovation: the Women's forum for the Economy and Society, which she co-founded, The Elle Foundation, the Global Summit of Women and the « Innovation 2030 » Commission. She is also Co-President of the Human Rights Watch French Committee and Vice-President of the French « filière Communication » (Communications Industry) since 2016.

Additionally, Mercedes Erra was nominated as chairwoman of the Museum of Immigration History in January 2010 and became chairwoman of The Palais de la Porte Dorée in 2012. She is also Vice-President of the board of directors of the French National Commission for UNESCO, a board member of the Collège de France Foundation, the France Télévisions Foundation, the SNCF, and member of the supervisory board of Roche Bobois.

Mercedes Erra is Officer in the French Legion of Honor as well as an Officer in the National Order of Merit, and Commander in the Order of Arts and Letters. In her spare time, Mercedes is the proud mother of five boys.