



havasgroup.com

Bertille Toledano **President BETC France**

Bertille Toledano started her career in 1994 at Saatchi & Saatchi.

She worked in several global ad agency networks, Saatchi & Saatchi, Young & Rubicam and BBDO where she has always occupied strategic positions: Strategic Planning, Development Director (CLM/BBDO), Strategic Planning Director (Young & Rubicam Paris), Managing Director and Vice President in charge of strategy and development (CLM/BBDO).

Bertille joined BETC in 2012 and was appointed President of BETC in February 2013. She played a key role in the transformation and development of the agency during the move from Paris to its new headquarters Magasins généraux in Pantin in 2016. The 215,000 square feet former grain warehouse was turned into the creative workspace of the future, and is now home to BETC Paris' 1000 employees, cultural and business partners, a contemporary art centre and artists-in-residence.

More than a workplace, Magasins généraux is a cultural hub founded in 2017 by BETC. Magasins généraux is a breakthrough destination that is part of the booming cultural, social and economic ecosystem of Greater Paris.

BETC is today an international network with offices in Paris (BETC Paris and Rosapark), London (2011), Sao Paulo (2014), and Los Angeles (2017), counting 1100 co-workers around the world.

BETC believes in the power of creativity to drive business results. The agency works with over one hundred brands, including CANAL+, evian, Louis Vuitton, McDonald's and Disneyland Paris.

In 2017 Bertille was listed as one of Ad Age's Women to Watch. She is in charge of the global Lacoste account and was a driving force behind the wildly successful "Save Our Species" campaign for Lacoste that saw the famous crocodile logo being replaced by endangered animals in 2018.