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Mercedes Erra

Founding President of BETC Group

President of BETC Fullsix and Havas 04

Mercedes Erra is the Founding President of BETC Group, the leading French advertising agency (she is the “E” in BETC), President of BETC FULLSIX and of Havas 04. Settled in Pantin, in the close suburbs of Paris, BETC now employs 1,500 collaborators and was named 2019 International Agency of the Year by Adweek.

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

On a personal level, Mercedes is involved in numerous initiatives as an advocate for women and human rights: the women’s forum for the Economy and Society, which she co-founded, the Global Summit of Women and the “Innovation 2030” Commission. She is also Co-President of the Human Rights Watch French Committee and was a member of the G7 Gender Equality Advisory Council during the French Presidency of the G7 in 2019.

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 French “Filière Communication” (Communications Industry) since 2016, Vice-President of the board of directors of the French National Commission for UNESCO, a board member of the Collège de France Foundation and the Engagement Médias pour les jeunes Foundation. Moreover, Mercedes is a board member of the Théâtre du Châtelet, of the Opéra Comique and of the Supervisory Board of Roche Bobois and of the Advisory Board of the Comité Médicis.

Mercedes Erra is Officer of the Legion of Honor, as well as an Officer of the National Order of Merit, and Commander of the Order of Arts and Letters.