

Wednesday, 9 May 2012

BOUYGUES
CONSTRUCTION

FRANÇOIS PITTI APPOINTED GROUP DIRECTOR, STRATEGIC MARKETING

François Pitti has been appointed Group Director, Strategic Marketing at Bouygues Construction.

In conjunction with the Group's subsidiaries, he will coordinate the development of customer offers in the context of sustainable construction and will strengthen the Group's capacity to anticipate changes in its markets.

The creation of this function is a first in the construction and public works sector.

François Pitti, aged 44, trained as an engineer, graduating from the French School of Aeronautical Engineering (Sup Aéro) in 1991. He also holds an MBA. He began his career in 1994 at General Electric as a product line manager in the Medical Systems division, before being appointed Marketing Director for Asia in the radiology division, based in Tokyo. He joined Alcatel in 1998, and held several management positions firstly in Tokyo and then in Paris as Director of Key Accounts and Director of Partnerships. Since 2007, he has been Vice President, Strategic Alliances for the whole Alcatel-Lucent group.



Press contacts

Christophe Morange: +33 1 30 60 55 05 - c.morange@bouygues-construction.com

Hubert Engelmann: +33 1 30 60 58 68 - h.engelmann@bouygues-construction.com

Fabienne Bouloc: +33 1 30 60 28 05 - f.bouloc@bouygues-construction.com

Bouygues Construction is a global leader with top-ranking positions in the building, civil works, energy and services. It combines the power of a large group with the responsiveness of a network of local companies which deliver innovative solutions for the financing, design, construction, operation and maintenance of buildings and infrastructure. Bouygues Construction employs 52,000 people in 60 countries and generated sales of 9.8 billion euros in 2011.