

## Guillaume Boudin appointed CEO of Sofrecom

Guillaume Boudin has been named Chief Executive Officer of Sofrecom, with effect from 1st July 2017.

Until now, Guillaume Boudin led the "Communication & Collaboration" Business Unit within Orange Business Services. In a highly competitive global market, he has overseen the development of communication and collaboration offers for both French and multinational companies.

He also served as Board Member of Arkadin company, and Vice President of Networks Product Line at Equant and Global One, where he launched the 1st IP VPN services on the market.

At Orange France, Guillaume Boudin held both operational and marketing responsibilities. He headed the "South Ile-de-France" region, with its network of sales agencies, customers assistance centers, and technical field intervention units. He participated in the launch of the first mobile offers for the mass market, as well as the first "pay per view" TV services.

Guillaume Boudin launched his career by creating a start-up which in Europe was the second value-added reseller for NEXT, the company founded by Steve Jobs before his return to Apple.

He holds degrees from the Ecole Polytechnique and Telecom ParisTech.

Guillaume Boudin particularly appreciates teamwork and developing new business territories. He enjoys traveling and discovering new cultures and has lived in many countries in Europe, Asia, Africa and the Middle East.

Throughout his professional experiences, building global teaming and developing business territories continues to be the most rewarding aspects of his career. He also enjoys travelling & discovering new cultures, and has lived in countries in Europe, Asia, Africa and the Middle East.

### **About Sofrecom**

Sofrecom, a subsidiary of Orange Group, is a consulting and engineering company specialized in telecommunications. Sofrecom analyzes and anticipates sector trends.

It advises, guides and supports the development and transformation of telecom operators, governments and regulators. Sofrecom's experience in mature and emerging markets, combined with its deep understanding of the structuring changes affecting the telecoms market, make it a valued partner for operators, governments and international investors.

For more information go to [www.sofrecom.com](http://www.sofrecom.com) or follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).

### **About Orange**

Orange is one of the world's leading telecommunications operators with sales of 40.9 billion euros in 2016 and has 154,000 employees worldwide at 31 March 2017, including 95,000 employees in France. Present in 29 countries, the Group has a total customer base of more than 265 million customers at 31 March 2017, including 203 million mobile customers and 19 million fixed broadband customers worldwide. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the Orange Business Services brand. In March 2015, the Group presented its new strategic plan Essentials2020, which places customers' experience at the heart of its strategy with the aim of allowing them to benefit fully from the digital universe and the power of its new generation networks.

Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

For more information on the internet and on your mobile: [www.orange.com](http://www.orange.com), [www.orange-business.com](http://www.orange-business.com)

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