

Press release

Saint-Ouen, France, 7 February 2024

Johanna Mimoun, Marketing Director Inetum France

Johanna Mimoun, aged 45, joins Inetum, a leader in digital services and solutions. As Marketing Director France, Johanna Mimoun will be responsible for developing and implementing a marketing strategy to support the Group's growth in France. She will work closely with the operational and sales teams to ensure its deployment. Johanna Mimoun will be a member of the France Executive Committee, reporting to Normann Hodara, CEO, Inetum France.



"I'm very happy to be joining Inetum and I'm excited to be contributing to the company's ongoing journey of growth and innovation. My goal is to drive marketing strategies that not only meet the challenges of today's market, but also anticipate future trends in digital transformation. My commitment is to work closely with our teams to develop a marketing strategy that will truly meet the needs of our customers, while strengthening our market presence through partnerships, in particular with leading software publishers. Together, we will continue to shape the digital future, with a focus on innovation, quality, and customer satisfaction," says Johanna Mimoun.

With a Master's degree in Marketing (Kingston University), and a certificate in Digital Marketing from ESCP Business School, Johanna Mimoun has developed solid expertise through her past experience with technology industry leaders such as Microsoft, AWS and Lectra, as well as in the healthcare (Philips Healthcare), insurance, energy and public sectors.

About Inetum

Inetum is a digital services and solutions company. Present in more than 27 countries, the Group has nearly 28,000 employees and generated revenues of EUR 2.4 billion in 2022. In a world where needs and uses are continuously being reinvented, the Inetum Group supports companies and governments in their digital transformation by offering them a unique combination of proximity, sectoral organisation, and innovative solutions. With its multi-specialist profile, Inetum aligns its organisation around 4 Global Business Lines: Inetum Consulting, Inetum Technologies, Inetum Solutions, and Inetum Software.

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