

Press Release
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EuraTechnologies: A New Executive Team with Ten Strategic Profiles to Drive Europe's Leading Startup Incubator

EuraTechnologies, a pioneer of French Tech and Europe's leading startup incubator, is starting a new chapter of its history and aims to become the first incubator to achieve net zero by 2030.

Built on the former industrial complex of Europe's largest textile factories, Le Blanc-Lafont, renowned for contributing to the reputation of northern capitalism in the 20th century, EuraTechnologies is a model of reindustrialisation through digital technology.

Within a decade, more than 300 digital companies have been launched and have generated more than 10,000 sustainable and non-relocatable jobs.

In 2022, the startup incubator-accelerator is opening up to new growth prospects. Nicolas Brien, chairman of the board of EuraTechnologies, and head of the *European Startup Network*, announced his intention to turn EuraTechnologies into the first net zero, sovereign and inclusive incubator by 2030.

EuraTechnologies remains a rare example among existing support structures that does not partner with the American tech giants and to have been developed within Europe's first eco-district.

A New Executive Team with Top European Management

To fulfil its European ambitions, EuraTechnologies has appointed a new executive team consisting of the best international talents:

- **Koussée Vanecke** takes over as head of operations at EuraTechnologies. Appointed as Chief Operating Officer, she now leads the new international development strategy. Her previous experience includes general management experience at the world's third-largest event organiser Comexposium and a strong marketing background in large groups such as Danone and Pernod Ricard. She performed exceptionally well at Webhelp, where she supported its growth from €200 million in revenues to €1 billion as marketing director. She is also an entrepreneur and investor.

- **Etienne Westphal**, appointed Secretary General of EuraTechnologies, acquired his strong legal expertise through his past experiences in a ministerial office and within the federation of public and local enterprises, and as a lawyer. He developed a particular interest in the management and development of public actors' activities. He was originally trained as a lawyer and is an expert on semi-public companies (*SEM - sociétés d'économie mixte*).
- EuraTechnologies welcomes **Stacie Desplanques** as the new Head of Communication, Marketing and Events. She is a French-American expert in the high-tech field and has held similar positions in international scale-ups such as OpenIO, where her repositioning work was fundamental for the acquisition by OVHcloud; Vade, a leader in cybersecurity threat protection; and Philips, a major electronics company.
- The appointment of **Lamiaa Decaux** is a strong signal with the creation of a Human Resources Department at EuraTechnologies. Lamiaa Decaux is an experienced executive director with an impressive list of international experience in large companies in the EMEA region (Europe, Middle East and Africa), including Dubai, China and the Air Liquide Group.
- **Steven Bourgeois**, Director of Global Public Sector Development, is a young public-sector talent who started his career as an economic advisor in the French Embassy in Germany. Before joining EuraTechnologies, he developed his expertise in public financing at EY. He is an expert in the development of strategic projects in support of local authorities.
- **Charles Kessous**, Program Manager, is the former head of the Founders Factory France accelerator. He is the co-founder of the company John Paul and supported its growth from 10 to 1000 people in 8 years, before its acquisition by the Accor group in 2016.

In addition to the new members of the executive team, EuraTechnologies is also promoting its best in-house staff with the appointments of:

- **Yann Kervarec**, former Program Manager, as Senior executive vice-president, in charge of development,
- **Younès Elfitati**, as Technical Director,
- **Elodie Deldique**, who becomes Administrative and Financial Manager

Commenting on the appointments, Nicolas Brien, Chairman of the Board of EuraTechnologies, said: *"This team is impressive and I am honoured to be working alongside the best in Europe. Together, we are designing Euratechnologies' path, which embodies a unique way of envisioning startups and technology: European, zero-carbon, concerned with the general interest and the impact on working-class communities. The addition of international talent to Lille's workforce sends out a message*

that was already echoed when OVH was listed on the stock exchange or when Exotec raised funds: Lille's startup ecosystem is not operating from the north of France, but rather at the heart of Europe."

EuraTechnologies will continue to invest in human resources and to structure its workforce with the recruitment of around twenty additional profiles in 2022. **Parity is a strong commitment of the new team, as no woman sat on the executive committee of EuraTechnologies before 1 July 2021. Among the five highest payrolls in the company, three are women's payrolls.**



About EuraTechnologies:

EuraTechnologies is the largest startup incubator in Europe, located on a 150,000 square-metre site in the Hauts-de-France region. EuraTechnologies supports the development of digital companies and entrepreneurs through its unique methodology and expertise, from the initial idea to the project, up to international deployment.

EuraTechnologies is a pioneering example of how to rehabilitate industrial wasteland to become a digital innovation centre. It has served as a reference point for other emblematic projects in Europe, such as Station F in Paris and Factory Berlin in Germany. A precursor of French Tech, EuraTechnologies is also called the Heart of French Tech and was awarded the French Tech label in April 2019.

EuraTechnologies is home to over 300 companies and 5500 employees. EuraTechnologies startups have raised more than €500 million in funding since 2009, including nearly €100 million in 2021 (Seed Money & Series A). In 2021, 225 startups graduated from EuraTechnologies' programs (pre-incubation, incubation and acceleration) compared to 100 in 2017. EuraTechnologies hosts over 500 events every year. EuraTechnologies is the only incubator in Europe to have an exclusive partnership with Stanford University. The company selection rate is drastic, with a survival rate of around 85% within five years.

With its 12 years of experience in supporting technology companies, EuraTechnologies has developed specialised modules: E-Commerce, EdTech, Retail, PropTech, DeepTech, Media, FinTech, InsuranceTech, LegalTech, Cybersecurity, AgTech - GreenTech, Robotics and Industry 4.0 and SpaceTech. EuraTechnologies has four campuses: the historic headquarters, inaugurated in Lille on 26 March 2009, Blanchemaille, in the former premises of La Redoute in Roubaix, Willems in the suburbs and Saint-Quentin (Aisne).

EuraTechnologies is supported by its three historical shareholders - the European Metropolis of Lille, the Hauts-de-France Region and the City of Lille - joined by Crédit Agricole Nord de France, Crédit Mutuel Nord Europe de France and Caisse d'Épargne Hauts de France.