

# PRESS RELEASE

Levallois, 21 March 2022



Mediametrie

## Jacques Deregnaucourt is appointed Client Performance Director at Médiamétrie

In his newly created role at Médiamétrie, **Jacques Deregnaucourt** will lead the teams working with all Médiamétrie's clients: media, pure-players, agencies and advertisers. He will nurture relationship building with them, encouraging open dialogue and listening, and will oversee business development.

Working alongside **Julien Rosanvallon**, Executive Vice President at Médiamétrie, he will manage the sale of the company's products and services to its customers and will play a role in the collection and analysis of market needs. To achieve this, he will be supported by the teams of **Gwenaëlle Rémond**, Key Account Sales Director and **Guy Détrousselle**, Business Development Director.

Jacques Deregnaucourt will also sit on the Médiamétrie Management Committee.

Julien Rosanvallon, Executive Vice President at Médiamétrie: ***"Jacques Deregnaucourt is a recognised media, advertising and research professional. His previous experience will strengthen our client culture and help our teams to provide ever closer and more effective support to market players. This will enable our clients to make the best use of our measurements, to ensure the efficient and optimised management of their advertising or editorial activities."***

### **Biographical details:**

Since 2018 Jacques Deregnaucourt has been Deputy Managing Director of Ipsos in France, responsible for the "Media Audience Measurement" teams as well as media planning and advertising tracking tools. From 2015 to 2018, he was Managing Director of MarketingScan, a company specialising in mass-market consumer goods and a subsidiary of Médiamétrie and GfK.

Jacques Deregnaucourt was, among other things, associated with the creation of the S4M subsidiary in the United States, and was global senior advisor for Pointlogic (Nielsen) in New York (2010-2014). He was also a partner in the marketing consultancy BLL Partners and worked for the TF1 group as Deputy Managing Director of TF1 Publicité, responsible for marketing, research, strategy and development.

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### About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 1,000 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad.

In 2020, the Médiamétrie Group achieved a turnover of nearly €100 million and processed over one billion data every day.

More information : [www.mediametrie.fr/en](http://www.mediametrie.fr/en)



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