



## **Viparis displays its new ambitions and reorganises its executive board**

*Paris, 1 February 2023*

**Viparis continues to pursue its development strategy in support of organisers, exhibitors and the public in the aim of making Paris the headline destination for event management in Europe. Stéphane Schebat and Matthieu Buronfosse have joined the executive board, while Laurent Chiron is to head up a new department, Viparis Développement.**

With events returning in their droves to Viparis venues in 2022 (617 events hosted), Viparis is putting resources into meeting its ambitions in 2023 **by reorganising its executive board**. It welcomes two new members: Stéphane Schebat, Executive Director Finance and Investment, and Matthieu Buronfosse, Executive Director Sales & Marketing. Laurent Chiron, already a member of the executive board, becomes Executive Director of Viparis Développement.

**Stéphane Schebat joined Viparis on 23 August 2022 as Executive Director, Finance and Investment.** Previously Managing Director Development at Unibail-Rodamco-Westfield, she has spent her career working in an international environment. Her experience accumulated in the development of real estate projects, large scale digital projects, the formulation and negotiation of joint venture transactions, and in all financial disciplines will all be substantial assets for Viparis.

**Matthieu Buronfosse took up the position of Executive Director Sales and Marketing on 1 February 2023.** A graduate of Montpellier Business School, he has managed and developed portfolios of national and international key accounts in a range of sectors. In 2014 he joined the Lyovel group as a member of the leadership team where he was in charge of managing the group's business development and customer loyalty. Between 2019 and 2021 he was successively executive sales director in the Onet group and then Elior Services. Before joining Viparis, he was chief operating officer at Popchef, a food tech start-up.

**Laurent Chiron joined Viparis in 2001 and has been appointed Executive Director in charge of Viparis Développement.** This new Department will have the goal of accelerating the development of Viparis and enlarging its scope of action by promoting the know-how of Viparis in terms of support and advice, also promoting the emergence of large-scale content and events around culture, experience, sport and e-sport, and finally, by exploring new expansion opportunities in France and abroad.

The executive board chaired by Chief Executive Officer Pablo Nakhlé Cerruti also includes Christophe Thomas, Executive Director in charge of the Sites and Operations Division, and Audrey Montecatine, Executive Director HR and CSR.



### **About Viparis**

A joint-owned subsidiary of the Paris Île-de-France Chamber of Commerce and Industry and the Unibail-Rodamco-Westfield group, Viparis is the leading holder of congresses and exhibitions in Paris.

Operating 12 major event venues in the Paris region, Viparis strives every day to make its venues and service offering ever more efficient and flexible. Viparis has created the Guest Attitude dedicated to the well-being of its clients: a unique blend of prestigious venues and premium-quality services deployed for the benefit of its 11 million visitors (general public, professional visitors, spectators) and the 800 events hosted every year on its various sites (CNIT Forest, Espace Champerret, Espace Grande Arche, Hôtel Salomon de Rothschild, La Serre, Les Salles du Carrousel, Palais des Congrès d'Issy, Palais des Congrès de Paris, Paris Convention Centre, Paris Expo Porte de Versailles, Paris Le Bourget, Paris Nord Villepinte).

Viparis moreover encourages positive impact synergies between stakeholders in the event sector through French Event Booster, a unique sector-focussed innovation platform of which it is one of the co-founders. Furthermore, as part of its CSR strategy entitled Better Events 2030, Viparis is deploying actions across all its sites in the aim of reducing its impact and offering venues and services for responsible and value-creating events.

For further information, visit [Viparis.com](https://viparis.com), or join us and follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

### **MEDIA ENQUIRIES**

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