



## **BIOGRAPHY OF THE MEMBERS OF MISSION COMMITTEE**



## Julien FRAYSSE

### Deputy Prefect in charge of the 2021-2022 Recovery Plan, Territorial Economic Developer

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Julien FRAYSSE holds a Master's degree in Public Affairs from the Grenoble Institute of Political Studies, and very soon specialised in territorial development policies, particularly economic development. In 2015, he was selected by competitive examination to join the National Institute of Territorial Studies (INET), which trains territorial administrators.

As soon as he graduated, he decided to stay in Alsace to work in the field of economic development. In particular, he provided support for structuring multi-stakeholder projects.

Julien FRAYSSE then spent two years as sub-prefect in charge of the Vaucluse department's recovery plan, where he had the opportunity to meet the GSE teams, for whom he took part in the 2022 internal eco-innovation jury.

He then spent a year as deputy director of innovation at Saint-Étienne métropole, before moving to Valence Romans Agglomération, his home territory, where he continues to work on the innovation portfolio, supporting businesses in particular through calls for projects.



## Laurent GALDEMAS

CEO of EODD consulting engineers and CEO of SN2E

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An engineer by training, Laurent GALDEMAS has been CEO since 2013 of EODD consulting engineers, an independent consultancy specialising in the ecological transition with its 8 complementary areas of expertise (250 employees, 11 agencies in France).

Founded in 1991, with a CSR strategy in place since 2009, EODD became a mission driven company in 2021.

After starting his career in the eco-industries of waste recovery, and convinced of the need to accelerate the ecological transition with a holistic approach, he joined the environmental consulting and engineering business in 2004.

Since 2022, he has also been CEO of the Syndicat National des bureaux d'études conseils en Environnement et Energies (SN2E).

An entrepreneur and manager who is still very much involved as an expert in EODD's missions, such as brownfield redevelopment, transformations linked to Zero Net Artificialisation (ZAN), renaturation and triple environmental compensation, he now has a strategic and forward-looking vision that is also pragmatic and operational.



# Élisabeth LAVILLE

## Founder & Director of UTOPIES

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After graduating from HEC in 1988, Elisabeth LAVILLE spent a few years in strategic planning at two advertising agencies before setting up UTOPIES in 1993.

Since then, she has been recognised as one of Europe's leading experts on sustainable development, receiving the Veuve Clicquot Businesswoman of the Year award in 2008 and being made a Chevalier de la Légion d'Honneur that same year. She is the author of the bestseller "L'entreprise verte" and several other books. She sits on the Board of Directors of Nature & découvertes, Rabot Dutilleul and several NGOs and foundations (including Unis-Cités and the Tour du Valat Foundation).

Elisabeth LAVILLE's passions include education, sustainable food, the link between individual and corporate commitment, social entrepreneurship, sustainable innovation and responsible consumption.

At the crossroads of these issues, in 2004 she also set up Graines de Changement - a laboratory for innovative projects which is at the origin of Campus Responsables (the first network of prestigious schools and universities committed to sustainable development in France) and Mes Courses pour la Planète (the responsible consumption observatory).



## Muriel LECOUC

Chief Transformation Officer  
Member of the GSE Executive Committee  
President of the Mission Committee

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Muriel Lecou joined the GSE Group Management Committee in 2018 as Customer Experience Director. In this role, she oversaw the design and deployment of a far-reaching transformation programme for the company aimed at putting customer satisfaction at the heart of the organisation, its processes and the concerns of its teams.

She became Chief Transformation Officer in 2022 and led, among other things, the work leading up to GSE's transition to a mission driven company. She is now co-responsible, with the Director of Innovation, for the strategic plan for sustainable transformation associated with the obligations and commitments arising from this change in status.

Muriel is a graduate of ESCP (Ecole Supérieure de Commerce de Paris) and has worked for 23 years in the field of business consulting - within international firms - from defining strategy to implementing transformative programmes.



## Cédric MALENGREAU

### Director of the General Secretariat and Corporate Communications Crédit Mutuel ARKEA

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Since 2020, Cédric Malengreau has been Head of Corporate Secretary and Corporate Communications at Crédit Mutuel Arkéa, the cooperative and mutual bank and insurance group, and a member of the Executive Management Committee.

He is also responsible for Sustainable Finance, in particular the implementation of the Mission Statement following the adoption of Mission Company status in 2022, and for drawing up and monitoring the Group's strategic plan.

Cédric Malengreau joined Crédit Mutuel Arkéa in 2007, where he has held a number of different positions.

A 1998 graduate of Audencia Nantes, Cédric Malengreau holds a DECF (Diplôme d'études comptables et financières) and a DESCF (Diplôme d'études supérieures comptables et financières).

He also holds the Certified Internal Auditor (CIA) and AMF certification. After completing his studies, he spent nearly eight years as an auditor with PricewaterhouseCoopers, then with the Bolloré Group, and as an audit and internal control consultant for international groups with Deloitte Consulting.



## **Marion PERRET-BLOIS**

Urban planner and ecologist - Marion  
PERRET-BLOIS Aménagement & Ecologie  
EIRL

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Marion Perret-Blois is both an urban planner and an ecologist, to ensure a coherent approach to regional planning. She works as a consultant on construction and development projects, as a teacher on the integration of biodiversity, and as an independent researcher associated with the Ecole des Mines on the greening of economic development models.

She is also heavily involved in the Mouvement pour une frugalité heureuse et créative (Movement for happy and creative frugality in architecture and regional planning), and is an active volunteer in a number of ecological and/or social associations (renaturation and housing for all).



## Thierry RAYNA

Professor at the École polytechnique,  
researcher at the CNRS i<sup>3</sup>-CRG laboratory,  
Director of the 'Technology for Change' Chair  
at the Institut polytechnique de Paris

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Thierry RAYNA is a Professor at the École polytechnique, a researcher at the CNRS i<sup>3</sup>-CRG laboratory, and heads the "Technology for Change" Chair at the Institut polytechnique de Paris.

His research focuses on the impact of digital technologies (3D printing, cloud, blockchain, Web 2.0, AI, etc.) on the behaviour of individuals and communities, as well as on the way in which these technologies are driving the redefinition of corporate strategy (business models, innovation management, etc.) and public policy (intellectual property rights, regulation, etc.), particularly by taking into account the impact in the broadest sense (environmental, social, economic, societal) that these strategies and policies have on increasingly vast and changing business ecosystems.

An action-research enthusiast, he helps companies in various industry sectors (telecommunications, banking, rail transport, platforms, etc.) with their transformation.



# Jean-Michel SCUITTO

Former Director TES GSE

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Aged 63, he began his career in banking inspection, then in internal audit, with the implementation of the approach for SNEF, which was his first contact with the field of construction and site management. In 1991, he switched to international management control in trade and industry.

This experience in management control continued at GSE from September 2000.

At the beginning of 2016, the focus on risk management quickly extended to CSR, with the first EcoVadis assessment and the drafting of the first corporate report. The duality of risk management and CSR came to an end in the summer of 2022, when the focus shifted solely to sustainability issues. Of GSE's various representations, the most noteworthy are those in the Global Compact, and in the FACE associations and the Initiative network in the Vaucluse, and finally, since November 2022, at the head of the Vaucluse departmental club of the 'Les Entreprises s'engagent' community.

Interests: human rights, anti-corruption, local social initiatives (particularly in the inner-city), ecology, voluntary work; member of the LPO, Greenpeace, Réseau Initiative Pays d'Aix.



## **Michael SIX**

CSO of the GOLDBECK Group

Managing Director of GOLDBECK  
Deutschland GmbH

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Michael SIX is Chief Sustainability Officer of the GOLDBECK Group, Managing Director of GOLDBECK Germany, and a former member of the GSE Supervisory Board. His threefold role gives him a clear view of the reality of the sustainability issues affecting our business sectors.

In close contact with our teams since the merger of the two structures, Michael has acquired an in-depth understanding of the strategies put in place by GSE and has been at the forefront of building an ambitious joint trajectory.

As a civil engineer with research experience in construction, Michael SIX also contributes to the Group's technical innovation.