

Clichy, 3 July 2017

## Cromology Emmanuel Baltyde appointed Chief Strategy and Marketing Officer

Cromology, a worldwide player on the decorative paints market, with iconic brands such as Tollens or Zolpan in France, announces the appointment of Emmanuel Baltyde as Chief Strategy and Marketing Officer and member of the Executive Committee.

*"With the arrival of Emmanuel, Cromology further strengthens its management team. The team continues to implement its strategy of organic and external growth, in order to affirm our top-ranking position in every country where we operate.*

*With our 3,900 employees, we are committed to becoming the champions of innovation and quality of service, in order to continuously improve the level of satisfaction of our professional and private customers",* states Gilles Nauche, CEO of Cromology.

Emmanuel has almost 20 years of experience in strategic consulting and industry - B-to-B and B-to-B-to-C - where he held positions in international marketing and strategy and managed multicultural teams.



Emmanuel started his career as a strategy consultant with Ernst & Young (1998 - 2002), where he notably worked with consumer retailers.

He then joined Hilti (professional tools for the building industry). In 2005, he spearheaded the Group's global "Tools" category.

In 2011, Emmanuel joined the Security division at the London-based European head office of the Honeywell group, the world's leading provider of connected solutions for the aerospace, defence, automotive and construction sectors. His achievements include the successful integration of ADI, a security equipment distributor, and the creation and management of the Distribution division, where he extended European market coverage. In 2014, he became Chief of Strategic Marketing Officer and managed the launch of connected solutions. He also successfully created the Pricing function and managed the improvement of the customer experience.

Emmanuel is 42-year-old and is graduated from the Grenoble School of Management (1997) and has an MBA from the London Business School (2011)

About Cromology - [www.cromology.com](http://www.cromology.com)

A world player in the decorative paint sector, Cromology develops and produces high-end, cutting-edge professional paints and distributes them in more than 50 countries around the world, with a direct presence in 9 of them (Argentina, Belgium, France, Italy, Morocco, Portugal, Spain, Switzerland, and Turkey). The group includes iconic paint brands such as Arcol, Classidur, Colorin, Duco, MaxMeyer, Revetón, Robbialac, Tollens and Zolpan.

Cromology has its own distribution network of more than 400 integrated stores and also distributes its paints through more than 7,500 independent sales outlets and more than 1,000 DIY superstores.

The group has 3,900 employees, generates a turnover of more than €730 million and runs 9 research laboratories, 13 production sites and 10 logistics platforms.

Its main shareholder is the Wendel group, one of Europe's leading listed investment firms.

Press contacts

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Tollens & Zolpan,  
2017 Best Retailers  
(France)