



Thomas Romieu Appointed Chief Digital and Information Systems Officer at PONANT



18 July 2024 | PONANT, world leader in luxury exploration travel, announces appointment of Thomas Romieu as Chief Digital and Information Systems Director for the group as of June 10, 2024

A graduate of Sciences Po Paris and ESSEC, Thomas Romieu is a renowned expert in the digital transition and relationship marketing. He began his career with L'Oréal in France and USA, before joining Microsoft where he was Marketing Director and then Sales Director for Consumer & Online activities. He then worked for LVMH as Chief Digital Officer for the group before going on to take charge of the digital transition of the subsidiary DFS, world leader in luxury travel retail. Before joining PONANT, Thomas was Director Digital Products at the pharmaceutical group, Sanofi.

Thomas Romieu heads up the new IT and Digital Transition department, reporting directly to Presidency of PONANT. His mission is to ramp up the IT and digital functions to support the company's development. His responsibilities include information systems management, cybersecurity, data analytics and digital. He is a member of the Management Committee.

"To be joining PONANT at a time when new technologies are at the heart of its 'Explore to Inspire' project is an exciting challenge," says Thomas Romieu. "Our department will work closely with the other business units to support the move upmarket and internationalisation, and help the company adapt to new challenges in the sector. We are going to continue rolling out information systems and innovative digital solutions to offer an exceptional customer experience and optimize our operations. We intend to amplify exploitation of data analytics and AI potential to launch new services for our guests, sales partners and teams, aboard and ashore".

"We are delighted to welcome Thomas Romieu into the management team," says Hervé Gastinel, CEO of PONANT. "Digitalization is a major lever for our development, not only from an operations, navigation and safety point of view, but also to offer our guests an excellent service. His interdisciplinary expertise and international experience are valuable assets to accelerate PONANT's transition and support our growth".

ABOUT PONANT

Explore to Inspire: explore to better understand, learn, share and protect. PONANT has been committed to more responsible tourism, and purposeful voyages of exploration for 35 years. Aboard a fleet of 14 French-flagged small ships, fitted with the latest environmental technologies, the journey of exploration is always elegant, authentic and inspiring. For more information www.ponant.com

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