

Nominations

Olivier Garaïalde, Chief Executive Officer

Sylvain Bosc, Chief Commercial Officer

Paris, 1 March 2021 – The Pierre & Vacances-Center Parcs Group announces the nominations of Olivier Garaïalde as Chief Executive Officer and Sylvain Bosc as Chief Commercial Officer of Center Parcs Europe.

Olivier Garaïalde reports directly to Franck Gervais, the Group CEO and is to join the Pierre & Vacances-Center Parcs Group Executive Committee.

Holder of a BSC in hospitality management from the Ecole Hôtelière de Lausanne in Switzerland, Olivier Garaïalde (54 years) started his career in 1991 with the opening team of Disneyland Paris. He occupied various Finance and Operations positions before becoming Director of Hotel Operations for seven hotels. In 2005, he joined Compagnie des Alpes as Operations Director, reorganising the Group's leisure resorts division. He joined the Executive Committee in 2009 as Vice-President of Operations. In 2013, he moved to the United Arab Emirates to become Vice President of Operations for the Farah Experiences LLC group and then CEO in March 2016.

As CEO, Olivier Garaïalde will represent Center Parcs within the Group's General Management. More specifically, he will pilot the acceleration in Center Parcs' transformation, with a particular focus on international development, evolving the business model, digitalisation and enhancing the offer. He will supervise the continuity and deployment of its CSR strategy.

Press contacts

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Sylvain Bosc is member of the Center Parcs Europe Executive Committee and reports directly to Olivier Garaïalde, CEO of Center Parcs Europe.

An HEC graduate, Sylvain Bosc, 49, has spent 25 years in the airline industry. He began his career in 1995 at Air France with the sales teams in New York, before holding various sales management positions in Spain and Japan. After a brief two-year period in the fashion industry, Sylvain Bosc joined the Corsair teams as Sales Director (2010) before moving to South African Airways in Johannesburg (2014) and Fastjet (2017). In 2019, Sylvain Bosc became Vice-President Europe for Qatar Airways in London. In April 2020, he became a consultant in the development and restructuring of companies in the transport sector (airline companies, airports) and tourism.

His functions will include leading the brand's sales development in France and internationally. He will in charge of e-commerce at Center Parcs Europe (including Web, CRM, Social Media, Content, Innovation), Data Analysis (Business Analytics, Acquisition), Direct and Indirect Sales, Customer Contact Centers, Marketing and Revenue Management. Sylvain Bosc will also responsible for coordinating the global digital customer journey.

Photos on request

About Center Parcs

Created in 1967 in the Netherlands, the Center Parcs concept remains unrivalled in Europe. A Pierre & Vacances-Center Parcs Group brand, it currently has 25 domains: six in France, four in Belgium, nine in the Netherlands and six in Germany. Center Parcs is a unique concept that aims to meet family needs to find an ideal place to live and share emotions. The brand pledges to provide a break in peoples' daily lives where they can experience unforgettable moments together through its seven pillars: nature, the Aqua Mundo, activities, relaxation and the spa offer, accommodation and the heart of the domain with its shops, restaurants and services. Center Parcs also pledges to ensure an easy and carefree stay thanks to the Planet Center Parcs app that helps facilitate the customer experience. <http://www.centerparcs.fr>

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