

FOR IMMEDIATE RELEASE

**Advantage France Strengthens Customer Relationships With New Leadership
*Donatienne Delavallée brings over two decades of experience to the role***

TORONTO, March 8, 2023 – [Advantage Group International](#) announces the appointment of [Donatienne Delavallée](#) as Customer Director for Advantage France.

In this role, Donatienne will champion customer relationships and report to Managing Director Advantage France, Christophe Bouyé. Based in Paris, France, Donatienne has extensive experience in customer management and strategic and operational marketing in the Fast-Moving Consumer Goods (FMCG) and Fashion and Leisure industries. During her 24 years of experience, Donatienne has worked with several leading companies, including PepsiCo, Lafuma, Ballantine's, and more recently, the retailer, Place du Marché.

"Everyone at Advantage is looking forward to the transformation that Donatienne will bring to Advantage France. She has the experience, the contacts, and the expertise to build thriving relationships with retailers and suppliers and become a trusted advisor and leader in our community," comments Managing Director of Advantage France, Christophe Bouyé.

As Customer Director of Advantage France, Donatienne will drive long-term, sustainable, profitable growth for both Advantage and our clients while achieving high levels of client engagement. She will also be responsible for achieving sales and profit goals by increasing market penetration and maximizing client retention.

When discussing her new role at Advantage, Donatienne Delavallée says, "I'm thrilled to be joining Advantage. To have the opportunity to share the expertise I've developed from decades of experience in different industries is invaluable. I look forward to delivering for our clients and building relationships with new ones."

About Advantage Group International

Advantage Group International is the leading advisor in business-to-business engagement solutions globally. Trusted by many of the world's leading brands, Advantage Report™ has become the gold standard for improving performance between suppliers and retailers in over 40 countries. Established in 1988 and headquartered in Canada, Advantage Group acts as an integral link between supplier and retail partners, using data, feedback and strategy consulting to illuminate opportunities for mutual growth, strengthen relationships and provide invaluable insight. Advantage Group helps people and organizations work better together.

For more information, visit advantagegroup.com or [contact your local Advantage Advisor](#).