

Next big step for Quad Europe

Wednesday 23 June, 2021

The appointment of a new President marks an important moment for the company, which aims to transform into a marketing services partner for its clients across Europe.

On June 1st Jean-Michel Gaffé has been appointed President of Quad Europe. His first main mission as President will be to build Quad Europe's position as a marketing partner for brands. The company believes that Jean-Michel Gaffé's exceptional experience as a partner for marketers will allow him to achieve this goal.

Mr Gaffé's career began in 2005 with Marin's International. He helped to establish Quad Europe's print operations (then known as QuadWinkowski) as Marin's strategic manufacturing partner for Europe. In 2008 he received promotion and became International Business Development Manager at Marin's. He focused on establishing and retaining client relationships with new brands in multiple markets, including Europe, United States, South Africa, and India. After the 2015 acquisition of Marin's International by Quad, Mr Gaffé became President and General Manager of Marin's International. A year later, he was appointed Vice President of Sales for In-Store Solutions at Quad Europe, and joined Quad Europe's Management Board. While in these positions he was crucial to Quad Europe's growth during the last few years, taking an active role in planning the company's strategy, and ensuring that the clients remained satisfied.

"At Quad Europe we are inspired by Quad US achievements, and we want to mirror their success. Our parent company underwent a successful transformation to become a large-scale marketing services partner. We want to use this experience in Europe and adapt it on country-to-country base. Thanks to our strong presence on multiple European markets, we are fully aware of the differences between them and the US, and are ready to meet each market's specific requirements. As we do in the United States, we will be working in accordance with our promise: >>Uncomplicated marketing. Delivering more

Media:



Related Sectors:

Business & Finance :: Media & Marketing ::

Related Keywords:

Quad Europe :: Marketing :: Print :: In-Store :: Creative Services ::

Scan Me:

