

Frank Legré, new CEO of BlueLink

On 1 October 2019, Frank Legré succeeded Tanguy de Laubier and officially took the helm of the BlueLink Group

Paris, 16 October 2019 - BlueLink, the expert in customer relations, announces the appointment of Frank Legré as Chief Executive Officer of the Group. With its 2,500 employees worldwide, BlueLink helps brands deploy their customer relations strategy, from consulting through to operational solutions, guided by a principle of excellence.



"I am delighted to have joined this fantastic company, made up of men and women who day in and day out skilfully practice this passionate profession, which is ours", said Frank Legré. "As part of my remit, I pledge to continue the work undertaken by my predecessor, but also to meet the challenges imposed by a changing sector, while continuing to embrace the strong values and the humanist vision of BlueLink".

A graduate of HEC, Frank Legré began his career at Air France in 1987. His career with the airline has led him to hold several positions abroad. In 1998, he headed the Andean countries region (Colombia, Ecuador, Venezuela, Peru and Bolivia). He was then appointed Sales Director of the Europe – North Africa network, before becoming General Manager Greater China for Air France and KLM. In 2009, he was appointed Vice President Direct Sales & Services. In this context, he was in charge of the network of Air France and KLM's international centres (own, subsidiary and outsourced) as well as the Group's sales policy and direct sales tools. He then held the position of Senior Vice President Africa of Air France-KLM and took responsibility for the carrier's commercial and operational activities on this continent. He joined BlueLink on 1 October 2019 as Group Chief Executive Officer.

About BlueLink:

An expert in customer relations for almost 30 years, the BlueLink Group helps brands deploy their customer relations strategy, from consulting through to operational solutions, guided by a principle of excellence. With the ability to orchestrate all customer relations activities centrally, regardless of the channels and geographic area, BlueLink now has 2,500 employees around the world who communicate with customers in 35 languages. An Air France subsidiary specialising in the air transport, tourism, luxury goods and culture sectors, BlueLink posted a turnover of €100 million in 2018.

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