

Christopher Jones

Gilles and I have teamed from 2010 to 2014, when i was acting as deputy general manager of a leading french franchise network with a turnover of 1 billion euro. We drove the transformation of the network which historically had two brands, each heavily entrenched in their divisive cultures, into one brand, reinforcing hence the company in its core strength. This occurred with the least possible damage to relationship with franchisees. Only one litigation erupted which was won.