



Press Release

NOMINATION

Groupe SEB names François-Xavier Meyer Investment Director for SEB Alliance

François-Xavier MEYER joins Groupe SEB as an Investment Director of SEB Alliance. He will report to Bertrand NEUSCHWANDER, Senior Executive Vice-President of Groupe SEB in charge of Business Units and President of SEB Alliance.

35 years old, François-Xavier Meyer holds the European Master in Management and the German Diplom Kaufmann from ESCP Europe (class of 2001).

François-Xavier Meyer began his career in 2001 in mergers and acquisitions at Lehman Brothers in London. He then joined the Transactions department at PricewaterhouseCoopers in Paris. In 2005, he joined the industrial packaging company ILEOS Nord Est as strategy and development manager. Since 2007, he has worked at the investment fund UFG SIPAREX.

Ecully, December 6th 2011

Groupe SEB created SEB Alliance in May 2011 in order to prepare for coming changes in the small domestic equipment market and to extend its innovation strategy to new technologies and expertise. Endowed with a capital of €30 million, SEB Alliance will serve as a technology watch as well as an investment unit. SEB Alliance will target in priority innovative companies with high technology content and strong growth potential in areas such as the aging of the population, the preservation of health, beauty and well-being, the environment and sustainable development in the broad sense, new energies, robotics and digital applications.

Contacts presse

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The world leader in small domestic equipment, Groupe SEB operates in nearly 150 countries with a unique portfolio of top brands marketed through multi-format retailing. Selling some 200 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness and service to clients. Groupe SEB has nearly 25,000 employees worldwide.