



Bruno Tallent - Marketing, Communication and Corporate Relations Director at emlyon business school

Bruno Tallent worked for almost 30 years in the world's biggest groups in marketing and communication (Omnicom, Havas, IPG), with managerial responsibilities for more than 15 years. Not only did he collaborate with major brands, French and international companies - such as Air France, Danone, Groupama, Nespresso, L'Oréal, Schneider Electric ... - but he also worked in start-ups. Thus, he addressed multiple issues: brand strategy, brand building, institutional and corporate communication, B2C and B2B communication, digital and social media strategy, event communication, media relations.

After 6 years at BDDP, then 4 at Havas, he entered TBWA\France (Omnicom) in 2000, as Vice-President and Integration Director. For 15 years, he served successively as brand director for France Télécom & Orange, development Director for the Group, Director of Branding & Design and then Founder of the BEING agency, a new agency model implemented in Paris, Lyon, Lille, Shanghai and London.

He joined the McCANN (IPG) group in 2015 as President and CEO France. For 5 years he launched and developed a new dynamic of growth based on the integration of expertise and business lines. He rebuilt the reputation - creative and strategic – of the agency in France and within the world's network; in 2019, McCANN Paris won as 1st French agency at the Cannes Lions Festival, the world's leading ranking in creative advertising and communication.

Throughout these 5 years, he reinforced the consulting expertise in brand strategy, integrated communications and developed a top-tier social media offer.

Bruno Tallent became a member of the emlyon Management Board as Marketing, Communication and Corporate Relations Director in December 2020.

Expert in branding, with a passion for talent development, he was always directly involved in recruiting and training the collaborators entering the agencies he was managing.

Bruno Tallent graduated from emlyon business school (Grande École Program); he later taught at Sciences Po and at emlyon, in the Msc in Digital transformation, Marketing and Strategy (where he seats as member of its Development Council) and was a guest at Grenoble's Geopolitics Festival on a regular basis, in 2017, 2018 and 2019.

