



PRESS RELEASE

Issy-les-Moulineaux, September 16th, 2025

CHLOE CHAMPENOIS APPOINTED DEPUTY DIRECTOR OF ADVERTISING COMMUNICATION



Chloé Champenois has been appointed Deputy Director of Advertising Communication at CANAL+.

In this role, she will actively contribute to the development of the communication strategy and the promotion of the CANAL+ brand. She will oversee brand campaigns as well as communications with partner platforms, and will foster international synergies.

Chloé Champenois joins the team of Emilie Pietrini, Chief Brand Officer of CANAL+, and will report to Céline Pontygayot, Director of Advertising Communication at CANAL+. She previously held the position of TV Channels and Services Partnership Manager at CANAL+.

A graduate of EDHEC Business School, Chloé Champenois began her career in 2010 within the Business Development team at CANAL+ International. In 2012, she joined

*STUDIOCANAL as New Media Product Manager, before being appointed VP Sales VOD.
In 2019, she joined the Key Accounts Department at CANAL+ as TV Channels and Services
Partnership Manager.*

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