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# GILLES DEVICQ

Gilles Devicq is a French citizen who began his career as a photographer back in the 70's, before joining AREPI a small French-Brazilian press agency. Gilles then shifted to business matters and developed an extended management background as a corporate executive from several major International Media and Content Companies (Image Bank, Getty Images, Corbis, Hachette Photos, Pond5). He has been an active member of various leadership and strategic planning committees and was appointed as GM and CEO of various companies in France and other European countries.

After joining *Pond5* in 2012, Gilles was the first to introduce its brand, services, and products to the French market. In 2013 he would go on to become a Marketing co-coordinator where the focus was mainly on international expansion. Soon after he began to build and manage what became *Pond5 Global Reseller Network*, still active today.

“I have been attending most CEPIC congresses since the year 2000, witnessing its declining attendance. While the congress is still a major component of what makes CEPIC so important for our industry, I feel the time to rethink its goals, participants and conditions might have come. Finding ways to better integrate Content Users and Content Creators in the exhibitors' mix could be an interesting path to investigate, aiming at growing attendance by increasing and diversifying business opportunities that could be discovered during CEPIC.

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