

VICTOIRE DE MARGERIE

Vice President Corporate Marketing, Communication & Identity



Victoire de Margerie has been Head of Corporate Marketing, Communication & Identity and a member of the Executive Committee since 2018.

She leads the company's global reputation and brand strategy across the three sectors it serves – Manufacturing Industries, Life Sciences & Healthcare, and Infrastructure & Cities –, strengthening Dassault Systèmes' position as the world leader in "Virtual Worlds for Real Life." Her work supports sustainable innovation and the advancement of the Generative Economy.

Victoire oversees the deployment of Dassault Systèmes' *equity system* and the development of its corporate identity and brands, engaging all audiences from the general public to employees, customers, and partners. She played a central role in shaping the company's positioning, notably through *The Only Progress Is Human* campaign, which received multiple awards.

Her responsibilities also include the **3DEXPERIENCE** Lab, Dassault Systèmes' startup accelerator, and the Playgrounds, experiential spaces showcasing customer innovation. She additionally ensures that the company's work environments embody and foster a culture of collaboration and innovation.

With over 30 years of experience spanning industry, public relations, and marketing, Victoire previously led international communications at Airbus.

Deeply committed to inclusion and education, she serves on the Board of Directors of La Fondation Dassault Systèmes and is a board member of Entreprises & Médias, the French association of Chief Communications Officers.