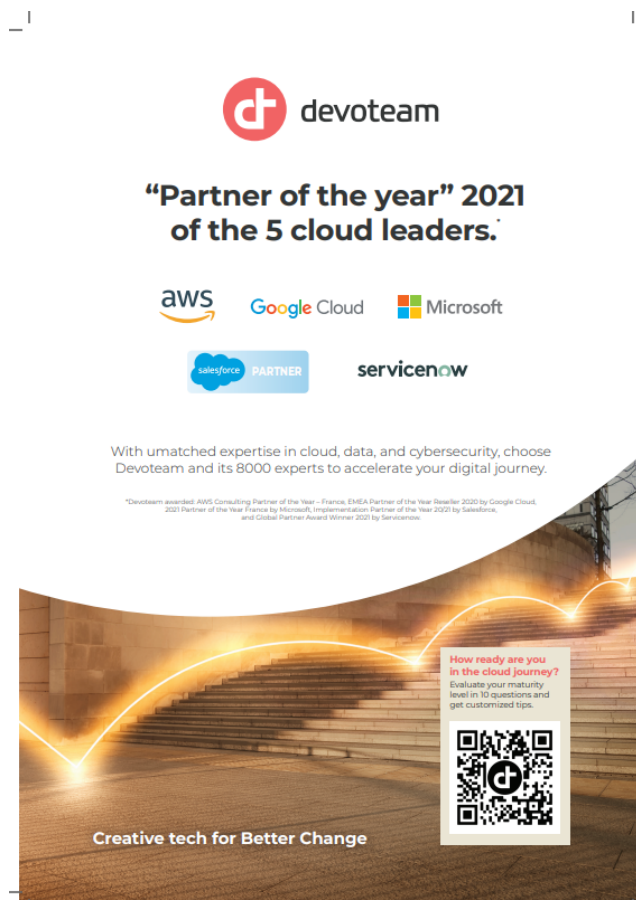


## Devoteam launches a brand awareness campaign in EMEA to reinforce its positioning as a premium consulting company.

Paris, 15 November 2021 - Devoteam, a digital consulting firm present in 18 countries in Europe, the Middle East and Africa, is launching its first EMEA brand awareness campaign. Starting November 15, the campaign will be deployed in 10 countries in Europe and the Middle East, in train stations, airports but also on social networks and in the business press.

After promoting technology for people, Devoteam reinforces its positioning as a key player in digital strategy consulting and relies on its new brand signature: "Creative tech for Better Change". Devoteam's ambition is to combine technology, creativity and data to support its customers in their activities digital transformation in order to unlock their full potential.

Mainly aimed at decision-makers but also at talent, the campaign highlights the awards received by Devoteam in 2021 with its strategic partners, which are the five most innovative and leading technology platforms in the market: AWS, Google Cloud, Microsoft, Salesforce and ServiceNow.



## Technology for a better change

Devoteam also wants to promote a better change for the world highlighted in its [brand manifesto](#).

"We are going against preconceived ideas about technology to emphasize the best it has to offer and what it is: a catalyst for sustainable and positive change," explains Michaël Rolland, Group Marketing Director, Devoteam.

This premise fuels the company's mission: to empower its clients to imagine and realise better change. The Group encourages its clients to transform their businesses by showing them the unlimited potential of technology and creativity. It relies on these strategic partnerships but also on its strong tech DNA, operational excellence and Devoteam creativity experts in the fields of cloud, cybersecurity and AI.

## Devoteam : on a quest for major accounts

Following its new 2024 strategic plan, Devoteam is launching an awareness campaign aimed at decision-makers in large companies. As part of this campaign, Devoteam has chosen to highlight the awards it has received from its strategic partners AWS, Google Cloud, Microsoft, Salesforce and ServiceNow.

"Our teams have been recognized as "Partner of the year 2021" by the five most innovative and leading technology platforms in the market. These recognitions are a guarantee of operational excellence", explains Elise Darson, Marketing & Communication Director of Devoteam France.

From November 15 in France and the United Kingdom, and from November 22 in Germany, Belgium, Denmark, Spain, Luxembourg, Norway, the Netherlands and the Middle East, the campaign will be deployed in airports and train stations, and also in social media on Devoteam's social networks: [LinkedIn](#) and [Instagram](#).

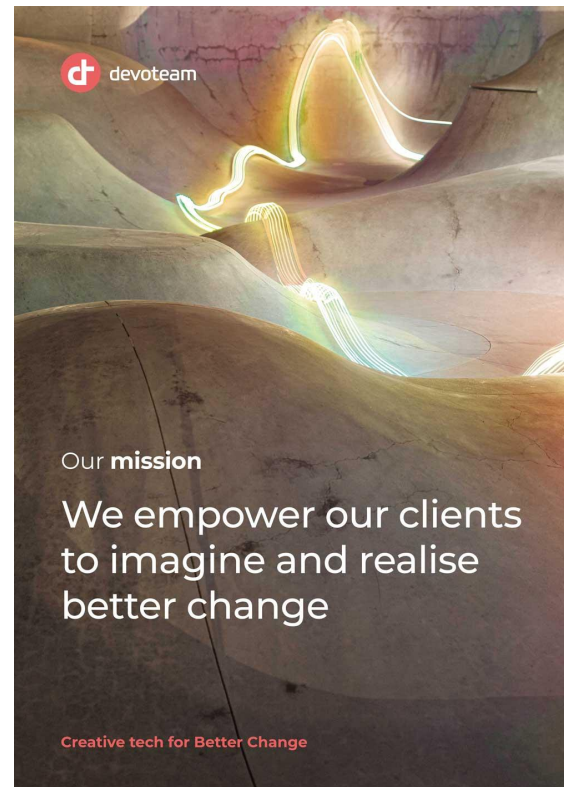
## People before technology

Devoteam focuses on people and develops talent by working with cutting-edge technologies.

For this reason, the campaign will also be used internally, because, in these uncertain times of post-Covid crisis, Devoteam wishes to reassure its more than 8,000 employees that they are working in a strong company, with a clear vision and ambitions.

"Our employees are the cornerstone of innovative solutions implementation for our customers, which is why we invest heavily to maintain their skills at the highest level; for example, we also ensure that 70% of our consultants are certified on our partners' technologies," explains Jean-Luc GALLICE, Director of Employee Experience and Human Resources at Devoteam France.

## Creative tech for Better Change



### Recruiting the talent of tomorrow

The campaign also targets talent including cloud, cybersecurity and data management experts.

"Devoteam is a key player with a strong and recognized brand in the digital transformation market that we are building on for the future. It is this future that we invite talent to be a part of," says Michaël Rolland, Devoteam's Group Marketing Director.

### About Devoteam.

Devoteam is a leading consulting firm focused on digital strategy, tech platforms and cybersecurity.

By combining creativity, tech and data insights, we empower our customers to transform their business and unlock the future.

With 25 years' experience and more than 8,000 employees across Europe, the Middle East and Africa, Devoteam promotes responsible tech for people and works to create better change.

**Creative tech for Better Change**