

PRESS RELEASE

Monaco, 03 May 2023



## Monte-Carlo Société des Bains de Mer: arrival of Julien Munoz as Marketing and Digital Director

As part of the Group's reorganisation strategy implemented by Deputy Chairman Stéphane Valeri, a new Marketing and Digital Director, Julien Munoz, took up his duties on Tuesday 2 May 2023.

He comes with a solid background to carry out these important functions for the Company's development. He has long experience with Disneyland Paris, where he was Director of Operations in 2005 before becoming Sales and Marketing Director.

In 2016, he led the sales and marketing strategy of the Dubai Parks & Resort theme park. In 2017, he joined Etisalat Digital group, the trademark of the historical telecommunications operator in the United Arab Emirates, as Digital Strategy Projects Director as part of Dubai Expo 2020. He has been Sales and Marketing Director for Europe, the Middle East and Africa with the Radisson Group since 2020.

Julien Munoz's role is to pursue and develop a marketing and digital strategy to help strengthen the Group's ambitions both internationally and in the Principality.

[Download picture of Mr Julien Munoz](#)

### About the Monte-Carlo Société des Bains de Mer Group

Monte-Carlo Société des Bains de Mer embodies a new and world-unique *art de vivre* that focuses on beauty, quality and wellness. *The Resort offers Luxury Gaming in its casinos and "haute couture" experiences in its iconic palace hotels and their Diamond Suites, fine dining that is firmly in tune with the times, combining award-winning restaurants, international concepts and home-grown creations, as well as a top level artistic and cultural offering. The Resort also offers a great range of activities based around sport and well-being, shopping and nightlife. And because the new Art de vivre of Monte-Carlo must evolve towards an increasingly ethical and responsible form of luxury, Monte-Carlo Société des Bains de Mer has been committed since 2007 to a proactive policy in terms of energy transition, use of resources, waste, local gastronomy and protection of natural heritage. In 2023, the Group, which is the leading private employer in the Principality of Monaco, launched its fourth ethical charter to uphold its values of integrity and responsibility in its business practices.*

Monte-Carlo Société des Bains de Mer  
Sylvie Cristin

T.377 98 06 64 +33678638596 / s.cristin@sbm.mc