



Antoine Dubois Appointed Chief Marketing and Sales Officer Of Monte-Carlo Société des Bains de Mer

News Flash – Monaco, 20 November 2025 – On 17 November, Antoine Dubois joined the Monte-Carlo Société des Bains de Mer (SBM) Group as Chief Marketing and Sales Officer, succeeding Julien Munoz. With solid international experience in the fields of communication and marketing, acquired notably within the Accor Group, Antoine Dubois brings to SBM his expertise in brand strategy, customer relations, international development and digital transformation.

On Monday, 17 November 2025, Antoine Dubois officially took up his role as Chief Marketing and Sales Officer of Monte-Carlo Société des Bains de Mer. In this capacity, he joins the Group's Executive Committee and reports directly to the Deputy Chief Executive Officer, under the authority of the Chairman and Chief Executive Officer.

All revenue-generating activities within the SBM Group (sales, marketing, revenue management, distribution and customer relations) now fall under the responsibility of Antoine Dubois. His mission is to accelerate growth across the Group's strategic sectors (hospitality, dining, gaming, wellness and entertainment) while strengthening Monte-Carlo's positioning as an iconic destination of sustainable ultra-luxury.

Designing a loyalty programme tailored to the ultra-luxury universe, deploying a bespoke Customer Relations strategy, and continuing to elevate quality standards to enhance customer satisfaction—combining excellence, creativity and innovation—are among his top priorities.

After beginning his career in marketing, advertising and communication at Leo Burnett Paris, Disneyland Paris and RTL, Antoine Dubois joined the Accor Group in 2011. He held various management positions there in communication, advertising, CRM and brand strategy, among other fields. He notably contributed to the segmentation of Accor's brand portfolio during its premiumisation, as well as to the rollout of the new Accor ALL – Live Limitless loyalty programme. Since 2021, he had served as Senior Vice President, Marketing, Customer Experience & Loyalty for Europe & North Africa.

[Download Antoine Dubois's portrait \(@ Monte-Carlo Société des Bains de Mer\)](#)

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