



GSE

A global player in
Corporate real-estate

PRESS RELEASE

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GSE: MURIEL LECOUCO APPOINTED CHIEF CUSTOMER OFFICER



A graduate of business school ESCP Europe, Muriel Lecou is an expert in customer experience management. She has worked for more than 20 years in various industries (manufacturing, services, telecom, energy, media, luxury, construction, etc.) on behalf of international companies, in BtoB as well as BtoC.

After 15 years spent with multinational management and technology consulting firm Bearingpoint, in the Paris region, she moved to the South of France and founded, with partners, Odyssey Client, a network of professionals and experts that supports decision-makers and their teams in their ambition to make the customer experience a major and distinctive strategic asset.

Muriel Lecou joined the GSE Executive Committee as Chief Customer Officer.

"We are delighted to welcome Muriel Lecou in our team. Our clients' long-term satisfaction is GSE's priority. With her experience, Muriel Lecou will be able to orchestrate the implementation within GSE of increasingly effective tools and processes to continuously improve client satisfaction," said Roland Paul, GSE's CEO.

ABOUT GSE

GSE is a major player in commercial property and the leader in the "turnkey" market. GSE oversees all design, construction and/or renovation work with a promise on price, deadlines and quality in its projects in the industrial, commercial and logistics sectors.

The company is managed by CEO Roland Paul. It employs 367 people and generated revenues of €492 million in 2017, carrying out a total of 70 projects.

GSE operates in Europe and China.

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