

Xavier Guichard – Executive Chairman

As a great lover of art in all its forms and particularly keen on contemporary painting, Xavier Guichard is a director driven by the mission of 'Entrepreneurship for a Better World'.

After graduating from Brest Business School, he worked for Packard Bell and Nec Computers International as a Business Controller before joining the Manutan Group at the age of 29 as Group Management Controller. In 2005, he became Managing Director of the Scandinavian subsidiaries, then took over the Group's operations. In November 2011, he was appointed Deputy Chief Executive Officer and then Chief Executive Officer in 2013.

Since September 2023, he has held the position of Group Chairman.