

ANNE BOUSSARIE NAMED GENERAL MANAGER OF MEDIACONNECT, A NEW AFP SUBSIDIARY

Agence France-Presse has appointed Anne Boussarie as General Manager of its new subsidiary MediaConnect, to be launched in May.



Previously at Getty Images, a world leader in visual content distribution, [Anne Boussarie](#) spent over 15 years in management positions, which notably saw her take on the role of Vice President for France, Germany, Austria, Switzerland and Scandinavia. Benefitting from an international sales and marketing experience spanning over 20 years in the media industry, Anne Boussarie has a demonstrated history of designing and executing innovative business models, as well as achieving challenging business plans. As General Manager, she joins the team in preparing the launch of MediaConnect, scheduled for May. At the helm of this new subsidiary she will develop activities aggregating communications content from companies and institutions, mainly for journalists, but also the public.



About MediaConnect

An independent subsidiary of the global news agency AFP, MediaConnect is a platform that seeks to facilitate and optimise relations between information professionals and communications officers for companies, institutions and NGOs. For journalists, access will be free for content where the source is certified, in an environment which allows them to customise content and be alerted about the information of their choice. For communications officers, it will be the ideal tool to showcase their messages in front of their target audience.

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