

JULIE LEPLUS APPOINTED AFP HEAD OF SALES FRANCE

AFP's Group Sales and Marketing Department has appointed Julie Leplus as Head of Sales for France.

[Julie Leplus](#), who takes up her role on July 19, has over 15 years' experience in content sales, tech and the mobile industry. Her mission will be to continue to develop Agence France-Presse's sales in its new growth areas, both in terms of markets and products, while optimising the Agency's presence in its traditional markets.



Julie Leplus began her career at a media agency, where she worked for six years, developing multimedia content strategies for advertisers. She left this consultancy role for a more commercial position, but still content-related, at M6, with the task of marketing all of the group's brands - on and offline - and developing partnership revenues for the music and entertainment channel W9.

Four years later, she moved to London to take on a management position at Shazam France, the company that owns the eponymous music recognition software. Since 2020, Julie Leplus has been the director of the advertising department of Konbini.

« Despite positive results and encouraging change management, I was attracted by the role offered by AFP, which I have always considered a French "jewel". Being able to live the news at its source, return to an international environment, and to participate, even in a small way, in the fight against widespread disinformation, are just a few of the reasons why I was interested in the Agency. I must admit that I was also impressed by AFP's teams and the evolution of its offering, both from a qualitative and technological point of view, » she says.

About AFP:

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