

Paris, 27<sup>th</sup> October 2020

## CEPTON strengthens its management team in Paris and appoints 3 new Associate Partners

CEPTON, the specialist in strategy consulting in the health sector, is accelerating its growth and reaffirming its positioning: seniority and expertise for tailor-made support. The firm is pleased to announce the appointment of three new Associate Partners: Camille Bertin, Matthias Bucher and Maxime Bourdon.



A graduate of ESSEC, **Camille** joined CEPTON as a consultant in 2014 and was promoted to Manager in 2017. She has become a reference for young CEPTON consultants and has quickly gained the trust of her clients. After numerous projects for players in the pharmaceutical industry and investment funds, Camille has built over the years an expertise in the **transformation and performance of commercial organizations of pharmaceutical companies**, in particular for **market entry strategies and product launches**.



An engineer and ESSEC graduate, **Matthias**, who joined CEPTON in 2011, is one of the firm's first consultants. He has actively contributed to the development of CEPTON, from the start-up that it was then until today. Promoted to Manager in 2017, he played a driving role in the construction of the firm's operating processes and in the development of young consultants. He has also developed expertise in conducting **strategic due diligence for mid-cap and large-cap funds**; he also acquired in-depth knowledge of the **self-medication and medical device sector**.



**Maxime**, the second consultant to join CEPTON in 2007, has an engineering background and a diploma from ESSEC. In 2010, he created two startups in "digital transportation" and specializes in **digital transformation and innovation applied to growth strategies**. His entrepreneurial spirit has greatly contributed to propel CEPTON to its current rank as a benchmark firm in the healthcare sector. His expertise now covers the **performance of commercial and R&D organizations** in mid-size and big pharmas, as well as in-depth knowledge of the fields of **oncology and autoimmune diseases**.

*"I am very happy with these three nominations. They reflect the progress of Camille, Matthias and Maxime in recent years, who have, through the high level of quality of their work, quickly gained the trust of customers and have had a driving role in supporting the growth of Cepton and in the development of young consultants", declares **Jean Reboullet**, Managing Partner of CEPTON.*

## About CEPTON

CEPTON is a European strategy consulting firm, specialized healthcare. CEPTON was created in 2006 by **Jean Reboullet**, former Senior Partner at Roland Berger. Jean was joined a few months later by **Francis Turina-Malard**, former consultant at the Boston Consulting Group, then by **Marc-Olivier Bévierre**, who spent 15 years in the pharmaceutical industry (Novartis and Janssen) in various scientific and commercial positions, as well as a few years later by **Philippe Cocude**, with more than 25 years of experience in Consulting and General Management in Health.

CEPTON's consulting offer covers all general management issues applied to the healthcare industry: business strategy, organization, transactions and performance. CEPTON is a European-style "Strategy Boutique" that meets the expectations of managers and investors with regard to advice: seniority, expertise, partnership and trust. We offer a rare combination of skills combining strategy consulting and transaction support. Our analyzes and recommendations are free from any conflict of interest and our interventions are strictly confidential.

Their long experience in the largest international strategy consulting firms and in the healthcare industries has enabled CEPTON's partners to develop a body of very advanced methodologies that have proven their worth. All of our consultants specialize in health and are able to respond quickly and effectively to most of the questions from executives who trust us.