

Malakoff, 6<sup>th</sup> of May 2025

## **Bayard Group's Kids and Family Division (Bayard Jeunesse & Milan) accelerates its transformation with a new management team**

At a time when consumer habits are changing rapidly and reading is losing ground, the Bayard Group's Kids and Family division (Bayard Jeunesse & Milan), under the leadership of **Héloïse des Monstiers**, is announcing a series of strategic appointments to support its editorial, digital and commercial development. Driven by an ambition for growth and innovation, the new team embodies the Group's transformation project.

**Emmanuelle Marie** has been appointed *Deputy Director of the Kids and Family Division*. She will lead the transformation of the division, spark a new commercial momentum, and bring teams together around a spirit of innovation, ambition, and performance.

**Marie-Anne Denis** has been appointed *Head of Kids and Family Magazines* at Bayard Jeunesse & Milan. She will be responsible for driving the growth of the magazine activities by adapting to changes in the sector, to consolidate the leadership of our magazine brands with families and the educational world.

**Damien Giard** has been appointed *Director of Digital Products*. His mission will be to strengthen an ambitious and responsible digital offering for kids and family sector, combining product innovation, quality content and a data and tech culture. Drawing on Bayard Jeunesse's expertise in the children's sector, he will develop, and secure digital and educational products tailored to the needs and sensibilities of kids and family.

**Alexandre Hénin** has been appointed *Director of Audio & Audiovisual Content* at Bayard Jeunesse. In addition to his role as Managing Director of Bayard Jeunesse Production, he now leads the strategic development of an ambitious and innovative content offering for children — across audio, video, and emerging digital formats. His mission: to reach new audiences, foster creative excellence, and drive growth in an evolving media landscape

**Florence Lotthé** has been appointed *Director of the Kids and Family Publishing Division*, Bayard Jeunesse & Milan. She will be responsible for developing publishing proposals for the two kids and family brands and consolidating the development of the *Bayard Récits*, *Bayard Graphic'* and *Littérature Intérieure* imprints.

**Delphine Saulière** has been appointed *Editorial Director 360°*. Her mission is part of a continuous editorial innovation approach, fueled by active listening to audiences and trends. This department will support the creation of tomorrow's content, to strengthen the impact of the children's brands in the service of Bayard's educational project.

Two new B2B and B2B2C Sales Managers and a B2C Marketing and Communications Manager (positions currently under recruitment) will complete the Kids and Family Division's management committee.

These appointments are effective immediately.

#### Biographies

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**Héloïse des Monstiers**, appointed *Director of Bayard's Kids and Family Division* in February 2025, is a journalist by training (Panthéon Sorbonne, IPJ Paris Dauphine). She began her career at *Le Figaro* and *La Tribune*, before setting up her own company, Pastas Party, in 2007, dedicated to creating events and dinners for singles. Six years after its launch, she sold the company to Meetic, where she stayed for ten years. She held several strategic positions in Europe. In 2022 she joined Bayard as Deputy Director of Bayard Jeunesse. She is also the author of the story "Peau à peau" (Éditions Buchet-Chastel, 2022).

**Emmanuelle Marie**, *Deputy Director of the Kids and Family Division*, previously *Director of International* (since 2011) and of *the Audio Division* (since 2022) at Bayard Jeunesse, is a specialist in international B2B development and audio for kids and family audiences. With 25 years' experience, she contributes to the international commercial development of the group's kids and family heritage (publishing, press, audio and audiovisual). She has also developed B2C activities internationally in China and the United States and initiated the creation of Bayard Jeunesse's Audio division in 2022. She holds a master's degree in Contemporary History from the Sorbonne and will graduated from IMM in 2021 (Leadership and Digital Transformation).

**Marie-Anne Denis**, *Director of Kids and Family Magazines*, formerly *Director of Milan Presse*, is an expert in youth press and the development of publishing brands. She has been heading of the Bayard Group's Toulouse subsidiary for over 12 years, where she supervises a team of 250 employees and oversees a rich and varied range of magazines for 0-15-year-olds. Her career has been built on a combination of marketing, editorial strategy and management. She was Marketing Director of the monthly *Notre Temps*, where she built up a particularly loyal subscriber portfolio. She chairs the Association Pour l'Education aux Médias (APEM) and sits on the board of *Vers le Haut*, a think tank dedicated to education. She is a graduate of Sciences Po Paris.

**Damien Giard**, *Director of Digital Products*, previously *Digital Director of Bayard Jeunesse* since 2018, is a specialist in digital products for kids and family, with over 25 years' experience in innovation and digital development. Thanks to a career in France and Canada, he has built up expertise around the design of innovative digital products, the structuring of digital ecosystems and support for changes in kids and family uses and business models. His vision is of a responsible and engaging digital world serving the younger generation. Before joining the Bayard Group in 2005, he worked at Sony Music for 5 years and then at cHmAn (Ubisoft) for 5 years.

**Alexandre Hénin**, *Director of Audiovisual and Audio*, previously *Managing Director of Bayard Jeunesse Production* since 2023, is a specialist in multi-media creation and editorial strategy. He steers the group's audiovisual strategy, develops new narrative universes for French and international broadcasters, and supports the development of iconic heroes such as SamSam and Zouk. Before joining Bayard in 2021, he held editorial development and production positions at Nickelodeon, France Télévisions and Cottonwood Media. He also founded extrAH!, a consultancy dedicated to kids and family creation. He is a graduate of Université Paris 1 Panthéon-Sorbonne.

**Florence Lotthé**, *Director of the Kids and Family Publishing Division*, Bayard Jeunesse & Milan and previously *Co-CEO of Bayard Éditions* since 2017, steers the publishing division's editorial strategy with a focus on quality, accessibility and diversity of formats - the hallmark of all Bayard Jeunesse productions. Also responsible for adult audiences, she has launched new editorial lines, such as *Bayard Graphic'* and *Littérature intérieure*, which have been noticed by critics and appreciated by readers. She is the author of several non-fiction books for teenagers, including titles such as *Tous différents ! 100% ados*, *C'est quoi l'amour? C'est quoi être une fille / un garçon?* published by Bayard Jeunesse. She is a graduate of ESCP and EMI-CFP (information professions).

**Delphine Saulière**, *Editorial Director 360°*, previously *Editorial Director* of Bayard Jeunesse since 2023, is a specialist in kids and family's media. She oversees some twenty iconic publications, from *Popi* to *Phosphore*, including *Astrapi* and *J'aime Lire*, with a particular focus on awakening, reading and engaging young audiences. Her editorial approach combines creativity, educational responsibility and a close relationship with the younger generation. A committed author, she is also the initiator of titles dealing with sensitive subjects for children, such as *Le petit livre pour dire stop aux violences sexuelles*. She has a DEA in Modern Literature and trained at the Institut Français de Presse (Paris II).

#### About the Bayard Group

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Bayard, a Catholic and independent press and publishing group with a mission, is an international creative network made up of teams of journalists, editors and designers of print, digital and audiovisual content. In France, it publishes the daily newspaper *La Croix*, the weekly *Le Pèlerin*, the monthly *Notre Temps* and children's titles such as *Pomme d'Api*, *Astrapi*, *Okapi* and *J'aime lire* under the Bayard Jeunesse brand, and *Toboggan*, *Wapiti* and *1jour1actu* under the Milan brand. The group also has 5,500 books in the catalogues of its publishing houses and publishes more than 800 new titles every year. The Group also operates in Europe (Germany, Belgium, Spain), the United States and Canada, Côte d'Ivoire and Hong Kong.

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