

Biography

Vanessa Perez



Head of Communications, EIT Digital

Vanessa Perez is the Head of Communications of EIT Digital. She is based in Paris.

Vanessa Perez has over 20 years of integrated communication management in innovative and high-tech environments. Both in communication agencies and in private companies.

Vanessa began her career in advertising companies as HAVAS and YOUNG & RUBICAM as a strategic planner.

In 1999, she joined PUBLICIS GROUPE where she stayed 16 years endorsing different positions.

She first worked as a strategic planner for the WORLD ECONOMIC FORUM in EMEA promoting partners' brand image.

Then she managed a 360° life science integrated communication agency with the ambition to break the silos between pharmaceuticals, technology and research for the sake of patients. This endeavour gave birth to Vision-Innovation© Sight Congress at the UNESCO made in collaboration with INSTITUT DE LA VISION and gathering science, technology, social stakeholders and institutions to better low vision citizens' life.



In 2015, Vanessa Perez became Vice-President Communications at DASSAULT SYSTEMES a 3D modelling software company to set up a 360° communication department including Corporate communication, PR, events, industry analysts and AR/VR experiential communication supporting brand awareness and lead generation strategy.

Vanessa Perez is EDHEC (1994) business school graduated.

When time remains, Vanessa enjoys making pictures for exhibitions (with a focus on singular vision on everyday life) and writing books.

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