

**Business for Inclusive Growth (B4IG) announces
that Camille Putois has been appointed Chief Executive Officer of the coalition**

The Business for Inclusive Growth (B4IG) coalition, launched at the G7 Summit in Biarritz last August, brings together the OECD and more than 40 multinationals and organisations to fight against inequality. Each coalition member has committed to advancing human rights and promoting more inclusive workplaces and ecosystems.

In today's context of a major global crisis that has made the fight against inequalities only more critical, Camille Putois has been appointed as CEO of the coalition.

Camille will provide overall leadership to B4IG's program of work, which consists of concrete and measurable actions to fight against inequalities, sharing and promoting the most innovative and successful initiatives, and developing new forms of public-private financial solutions to support inclusive business models.



Camille has held positions in the French administration (Deputy Chief of Staff to the Prime Minister, Ministry of the Interior), at Publicis Group (co-President and General Secretary of advertising sales business companies), and in consulting (Partner at Brunswick), before founding and leading a GovTech startup. She is a graduate of the Ecole Normale Supérieure, ENA, and Sciences Po.

This decision follows the unprecedented mobilisation of the coalition members in the face of the Covid-19 pandemic. Since the beginning of the crisis, the companies of the B4IG coalition have deployed more than 38 billion euros in donations, funds and payment facilities to support their employees, communities, clients and suppliers affected by the pandemic.

Gabriela Ramos, OECD Chief of Staff and G20 Sherpa: *“The need to fight inequalities is heightened by the Covid Pandemic and its huge economic impact on the most vulnerable in our societies. The B4IG’s mission couldn’t be more timely. Camille will be instrumental in delivering the B4IG’s goals thanks to her unique expertise and leadership at the intersection of the public and private sectors, the connecting forces behind this powerful partnership.”*

Emmanuel Faber, Danone CEO and Chairman of B4IG: *“We are delighted to welcome Camille as the new CEO of B4IG. Her nomination is an important step for the coalition, which is now strongly equipped to deliver its ambition to create a more inclusive economy and fight inequality”*

alongside governments. Since B4IG was launched at the G7 Summit last year, its members have worked together to define and roll out a robust programme of work. As CEO, Camille will ensure we accelerate our collective action, which is needed more than ever in the current crisis. “

Camille Putois, CEO of B4IG: *"I am delighted to join B4IG at this moment, as I believe this is a time when companies must come to the forefront of the fight against inequalities. Since my first discussion with the coalition members, I've been struck by the urgency and sincerity in how they talk about their shared goals. The possibility of pairing that commitment with the expertise of the OECD convinced me that this can be the beginning of a new model, one that mobilises public and private resources around key issues for the future of our democracies and that strengthens the sustainability of our development model."*

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