

# CYRIL CAMUS

*President of the Camus Group*

The devoted entrepreneur ...



## Top-level international training

Born in Cognac in 1971, Cyril Camus is a graduate of **Babson College**, internationally renowned for the quality of its Management training. Back in France he spent a semester at **ESSEC Business School** before continuing his studies at **UIBE** (University of International Business and Economics) in Beijing where he came face to face with “Chinese style socialism” and its application in the world of business. He put his training to good use to increase his experience in sales and banking in **France, the US and Singapore.**

## Inspiring beginnings in the Chinese market

Fascinated by the dynamism of China, **he moved to Beijing** to work and in 1993 joined the family business as **Director of Commercial Relations.** So he witnessed first-hand the remarkable **rise of Cognac** as the successful businessman’s preferred drink.

## Innovation is the watchword

Convinced that the international future of the brand lies in retaining Cognac’s reputation as the most prestigious of spirits and introducing innovative products, he **returned to Camus in France** in 1998 as **Director of European Development** then **Marketing Director** in 2000. The catchphrase of his strategy is “adapt to demand, be pioneering, be different”. So he launched a program of new, unprecedented products such as **Camus Extra Éléance**, internationally acclaimed\* for its design, the **Masterpiece by Cyril Camus** collection and his **exceptional cuvées**, the **Rarissimes** vintages as well as the **Ile de Ré** range, an original creation enhancing the often discredited Bois à Terroirs *cru*.

## New Dynamics for Camus

**In 2003, Cyril Camus took over at the helm of of the company.** Considerable resources were deployed to continue the international development of the business: reorganization as well as recruitment in France and abroad. A new dynamism was introduced; the company adopted new management methods, developed internationally and diversified its activities. In the space of 9 years, the business increased its workforce from 200 employees, including 30 overseas, to 500 today, of whom 300 are abroad.

Behind this momentum there is one overarching motivation for Cyril Camus: **to perpetuate the independent family business model which has governed the company for 150 years.** In the context of an economic crisis, mass takeovers and competition from multinationals in this sector, this will be a real challenge.

\* *Double gold medal at the Francisco World Spirits Competition, 2012.*

To counter the general concentration of wine and spirits distributors and in order to achieve the sustainable development goals which the firm has set itself, Cyril Camus has decided to gradually regain **control of distribution** in a number of emerging countries by creating **subsidiaries or representative offices**: in China (2007), in Vietnam (2008), in the US (2008) and in Russia (2012).

The same objective has led him to link up with **other family businesses** which share the same values and thus create a structured **portfolio of prestigious brands** which includes a **large variety** of different categories of spirits (Cognac, Calvados, brandies, Baijiu).

**These strategic choices**, as well as a strong policy of product innovation have allowed the company to maintain its position amongst the **top 5 Cognac houses**, and it is unique in being the only one of them whose shareholding is **entirely family owned**.