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Heating, Cooling & Ventilation: Sustainable technologies for a better life



Pierre Cruveillé

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Pierre Cruveillé, 44, holds a BA Honours degree in Business and European Management from the Middlesex University Business School in London and also graduated from the Kedge Business School in Marseilles. He started his career in 1998 in the European Parliament as a parliamentary research assistant to a British MEP following matters dealt by the Industry, Research and Energy Committee.

He then joined the AREVA Group in 2000 to look after relations with the European Parliament. At first based in Paris, he subsequently moved to Brussels in 2004 to be part of AREVA's representative office to the European institutions and broadened his scope of activities to engaging also with the European Commission, the Council, industry representative organisations and think-tanks. Back in Paris in 2007, he assisted the International & Marketing Senior Executive Vice President in the implementation of projects. He was also specifically entrusted with liaising with the French administration.

Early 2008, he was appointed as Business Development Director for Hungary, Bulgaria and Romania with the responsibility to promote AREVA's global portfolio of nuclear and renewable energy technologies. In the upstream part of the commercial process, his role consisted in positioning the group's offer with the various decision-makers prior to the launch of the tendering phase. He was also managing customer relations in the long run.

Since October 2016, Pierre has been nominated as Public Affairs Director of the Aldes Group. He oversees relations with political, administrative and institutional bodies at the European and French levels. His core mission is to support the development of adequate legislative and regulatory frameworks allowing to take on the challenge of making the buildings of tomorrow more energy efficient as well as healthier through the improvement of their indoor air quality.

Pierre regularly takes part in running competitions and enjoys also skiing. He is the father of two.