



ERIC DE RUGY
ASSOCIATED FOUNDER
NAKED

Born in 1953

A true Parisian with a cosmopolitan attitude

Eric, a graduate of France's top business school HEC, worked 8 years as Media Director for Leo Burnett Paris, then 3 years at CLM/BBDO where he was named "best media director in France" by trade magazine CB News.

He founded his own media agency in 1993, called Le Lab, which he sold to CIA in 1998. He became CEO of the merged company called CIA le Lab.

In 2001 CIA (Tempus) was acquired by WPP and merged with Young & Rubicam's media operation The Media Edge. Eric was confirmed as president and CEO of the merged entity called Mediaedge:cia.

Eric has left the agency in the Spring of 2006 with the ambition to develop communications planning in a more entrepreneurial way on the French market. He was subsequently approached and hired by Naked, the pioneer in that field, to launch and run their French operation named Né Kid.

Recognized as one of the most respected authorities on the French media market, Eric is a non conformist who strongly believes channel ideas (form, combination, etc) are a potent weapon to help brands differentiate themselves from the competition.

Eric speaks several languages (French, English, German, Italian, Spanish) and is fond of cinema d'auteur, strange ties and gourmet food.