



**Caroline Leboucher**

CEO, Atout France

[Conference : How will France maintain its international leadership in tourism?](#)

Caroline Leboucher has joined Atout France, the France Tourism Development Agency, as Director General. Put forward by the company's Board of Trustees, chaired by its President Christian Mantei, Caroline was appointed by Jean-Yves Le Drian, Minister of Europe and Foreign Affairs, at the Interministerial Council for Tourism on 16 May 2019.

With a Masters in engineering and a former student of the École Polytechnique, Caroline Leboucher began her career in telecommunications in 1995, before moving to the European Commission two years later, where she became Head of the ITEC sector at the Interministerial Committee for European Affairs. In 2001, Caroline joined the Prime Minister's office as Technical Advisor for Industrial Affairs.

After holding senior posts in the Ministry of Economy, Industry and Employment and the agricultural food industry, she became Deputy Chief Executive Officer of the Agency for International Investments, in charge of welcoming and supporting international industrial and financial investments in France. In 2015, when Business France was created, she was appointed Deputy Chief Executive Officer in charge of international investments.

Caroline is Knight of the National Order of Merit and Commander of the Order of Agricultural Merit.