



GAETAN PADERNA

Marketing Communication and Promotion Director

[Conference : Character and strengths of Martinique as a destination](#)

Gaëtan PADERNA, Marketing Communication and Promotion Director

After working for the consulting firms Accenture and Valoris, and in the interactive marketing agency -Ogilvy-, Gaëtan PADERNA worked for 8 years for the BNP Paribas Personal Finance group subsidiary.

An IT engineer and graduate of the MBA program at Sciences-Po Paris, he has been contributing to the tourism development of the destination within the Martinique Tourism Authority.

Based at the headquarters in Fort-De-France, he has directed structuring projects including the redesign of the destination's brand platform and the production of the promotional film "La Martinique elle vous M", directed by Lucien Jean-Baptiste, which won in 2017 the 1st prize of the "Trophées de la Communication" in Cannes, for best advertising campaign directed by a public organization.

His missions include both contributing to the creation of the multi-market strategy (France, Belgium, United States, Canada...) as well as the operational implementation of promotion and communication actions (trade shows, travel agent training tours, press trips, awareness campaigns...).

Gaëtan PADERNA leads the redesign of the destination's digital strategy with a strong ambition to place digital technology at the heart of Martinique's promotional strategy. Finally, he ensured the success of major event projects with the launch of the 1st Raid des Alizés and the organization of several transatlantic sailing races. In 2021, he is actively working on the organization of the Transat Jacques Vabre whose arrival is scheduled in November in Martinique.