



Laurent Detoc
President
Ubisoft Inc.

Favorite line: "Has anyone seen my Sam Fisher autographed copy of Splinter Cell?"

With a degree from the Institut Supérieur de Gestion business school in Paris, Laurent joined Ubisoft in 1991. Shortly after, he left the headquarters in France to set up a subsidiary for Belgium and the Netherlands in 1993, and took charge of the San Francisco office one year later. For this ocean lover, moving to San Francisco was like a dream: he now has the chance to both have a job he loves and spend his spare time windsurfing off the coast of California! Experiences in Germany, Belgium and now the United States have enriched Laurent's global business vision – a true asset in today's gaming industry.

As president of Ubisoft Inc., Laurent today is responsible for North American publishing activities. His current goals include generating record revenues for the 2003/04 fiscal year and becoming a leading video game publisher and employer of choice throughout North America. He says that, thanks in part to the hard work and high standards of his team of 120 people, Ubisoft Inc. is already a major force to be reckoned with in North America, a crucial territory for the interactive entertainment industry.