



Yves Guillemot
President and CEO

Favorite line: "The best is yet to come..."

In 1986 and armed with his business school diploma, Yves Guillemot had but one idea in mind: to establish his own company. Feeling that entertainment was on the verge of booming, Yves opted for the embryonic video game industry to start the adventure. He founded Ubisoft with his four brothers, driven by an ambition to push the gaming experience beyond established limits. The name they chose for their company, referring to "ubiquity", carried their ambition to be broadly present in various continents. And the result is here: Ubisoft hasn't stopped entertaining a growing number of players around the world since, creating and delivering video games that challenge wit and unleash whimsy.

In addition to his many responsibilities as president and CEO, Yves maintains a birds-eye view of the entertainment industry. He expects the interactive side of the industry to take the lead in the years to come, with video games becoming more popular than any other form of entertainment. He adds that Ubisoft is forging a place for itself on this market among the increasingly consolidated circle of game publishers worldwide.

An adventurer at heart, Yves enjoys the speed and tranquility he associates with horseback riding and sailing. He owns a boat with his brothers and sometimes goes sailing with them and his three children off the coast of his native Brittany.