

Patrick Vautier, Director of Marketing and Innovation, RATPdev, Paris, France



RATP group is presently operating in more than 12 different countries. RATPdev is the subsidiary company of RATP in charge of operation outside of the greater Paris region. Patrick is in charge of the corporate and product marketing activities of innovative services for passengers. He is also assisting the RATPDEV subsidiaries in their local marketing operations, such as BOC for Gautrain in South Africa, ATCM in Modena (Italy), M'Dina bus (Morocco), and many others. Within UITP, Patrick Vautier is now chairing the PRESCOM committee, which is in charge of the UITP's strategy implementation and management.

He has also been president and founder of the Marketing and Product Development Commission (2003–2007) and he continues to be involved in the UITP Youth programme.

1998 – 2009, leading the marketing division of RATP in Paris:

Marketing strategy, market research, PR and commercial advertising, direct marketing and loyalty programmes. In charge of CRM, internet and mobile internet strategies. Soft mobility modes RATP policies (bicycle, car sharing, park and ride).

1989 – 1997, at TRANSDEV group:

Marketing and development Director – Saint Etienne and Montpellier Transport companies. Designer and project manager for the new tramway in Montpellier (launched in 2000 transporting 100,000 passengers per day). Reorganisation of the tariff policy and implementation of shared payment system for concessions.

1984 – 1989, consultant in marketing and communications:

Patrick Vautier received a postgraduate certificate in Geography from the University of Grenoble in 1982. He was born in Toulouse (France) in 1958. He is married with three children. He enjoys alpine skiing and long-distance running. He is also involved as an elected member of his Burgundy village community.