



ARQANA

Press release

Monday 12th December 2011

NEW HEAD OF COMMUNICATION AT ARQANA

ARQANA recently appointed Alexandra Saint-Martin at the head of its communication department, taking over from Alix Choppin who left the Deauville-based sales agency after three years in this position.

Alexandra has been with ARQANA for almost four years. A graduate of “Sciences-Po” Toulouse who also completed a Master in communication, she was initially recruited for a six-month placement at the end of her studies before being offered a job as marketing assistant, with a particular emphasis on the website’s update and development, as well as on managing the many web projects such as the SmartCat, mobile app and live sale service. In 2011, she was given the opportunity to spend a five-month spell with Goffs to learn about the commercial side of the industry, notably the foal and yearling selection process.

At the head of a team of three, Alexandra will be in charge of ARQANA’s advertising, press relations and organisation of events around the sales.

For further information: info@arqana.com or www.arqana.com