



Nominee: Félicie Bouhon

Practical Information

- Position & Company: Internal Sales at Bauer Media
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1. Who are you?

Hey, I am Félicie, I work as an Internal Sales Representative at Bauer Media Outdoor. As the name suggests I work in the Out of Home industry. I focus on selling media space to our clients, answering specific briefs, providing advice, in other words, making their campaigns and ideas come to life. This is my first job; indeed, I started my journey at Bauer exactly a year ago after obtaining my MBA.

Our company vision is to enrich everyday life by shaping the future of media. On a personal level, my goal is to satisfy my clients by ensuring a smooth and efficient process while building strong, positive and long-term relationships along the way.

2. Why should you be one of the '33 To Follow'?

I'm naturally curious and enjoy problem solving, so I feel like I'm on the right track when it comes to growing and developing. I'm eager to learn and always try to stay engaged in my daily tasks. I like seeing the impact of my work and always aim to get good results.

What motivates me most in my work is the opportunity to learn and grow every day. Coming straight from college into the media world, I've already learned so much in just one year. Being in sales keeps things dynamic. Every client, every brief, every campaign is different, which pushes me to stay curious, adapt quickly, and keep improving.

I'm also really motivated by the relationships I build. I enjoy working closely with clients and colleagues, and I think having an open, easy-going attitude helps create a positive environment where good ideas and strong results can happen.

As for contributing to the future of the industry, I think it starts with being open to change. Media is always evolving, and I'm always ready to take on new challenges, explore fresh perspectives, and bring energy and enthusiasm to whatever's next.

3. What makes you stand out?

What motivates me is seeing real progress. Whether that's closing a deal, finding the right solution, or simply getting a "thank you" from a colleague or client I helped out. I think that kind of engagement, even in small things, contributes to a healthy, forward-thinking work culture. And as someone who is still early in their journey, I believe that staying open to new challenges and ideas is what helps push the industry and my career forward.

This mindset has shaped the way I contribute to my team and the broader industry, through my engagement, my vision, and the impact I aim to have every day. Some concrete examples:

Engagement

Since day one I've shown interest in participating in external events. This is why Bauer supported me in attending conferences such as "The Year Ahead", participate in training sessions organized by CommPass, and led by professionals. I also had the chance to attend the AMMA awards. This was a valuable moment to discover inspiring campaigns, celebrate Bauer's three awards, and connect with industry peers.

For me, growth comes from stepping outside my day-to-day tasks by meeting people, exchanging ideas and staying curious. Whether it's through networking lunches, client presentations, or internal talks, I make it a point to be present, learn as much as I can, and grab every chance I get to evolve.

Vision & impact

In February, I was invited, along with a small group of colleagues, to take part in a brainstorming session about the future of our company. The goal was to bring fresh ideas, explore new ways of working, rethink how we approach sales, ... Being new to the industry and the company, I questioned what I could possibly contribute. I attended the meeting by thinking "what can I possibly bring to the discussion". Well, this proved me wrong. The session was dynamic, collaborative, and energizing. Many great ideas came out of our brainstorm session from quick wins to long-term suggestions. But all aiming to make a positive impact on Bauer Media. Earlier this week I was invited to join a 2nd brainstorm session. I gladly accepted the invitation and look forward to what new ideas we can bring to the table.

