

## 2024 Page Spring Seminar



**Michael Nathan**  
**Director of the French**  
**Government Information Service**  
**(SIG)**

A graduate of Paris Dauphine University in Telecoms and Media Management, Michael Nathan initially trained in fundamental and applied sciences (Université Paris Cité). He acquired almost 20 years' of experience in various leading companies (Media, Luxury Goods, Industry) for which he managed numerous strategic transformation projects.

Since his appointment to the public service, he has been particularly involved in transforming government communications and modernizing its interfaces with the public.

The SIG is a central administration under the direct authority of the French Prime Minister and the cabinet. It works with all ministries and their decentralized services, as well as with state operators, agencies and other public bodies, to improve coordination on government communications issues. The aim is to improve the perception and understanding of priority reforms and associated public policies by all stakeholders.

The Government Information Service is engaged in three main areas:

- In-depth modernization of the Government's communications organization and methods, by integrating digital technology and branding at the heart of its strategy and practices;
- Reaching the highest international standards of integrated marketing and communications for French government communications;



- Setting up a "core group of marketing and communications experts" to coordinate efficient inter ministerial actions and ensure that every end-user has access to the right information at the right time.

Finally, the SIG also plays a central role in crisis management, and more specifically in crisis communication and inter-ministerial coordination. This was particularly the case during the COVID-19 pandemic.