

Michaël Malherbe

Senior independent consultant · EU communication, executive voice, tender strategy

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Twenty years in agencies, fifteen of them within WPP (Cohn & Wolfe, Burson-Marsteller, BCW, Burson), and nineteen years of weekly analysis of EU communication on Lacomeeuropéenne. Since August 2026, available to agencies working for the institutions, trade associations and companies in Brussels: by the assignment, on site or remotely, subcontracting and white-label work accepted.

Three assignments

Strategy, at the moment it takes shape	Senior reinforcement on a framework-contract lot or an institutional account: reading the brief, message platform, editorial line, direction of a pan-European campaign. The contribution is a long memory of what institutional communication has attempted, missed and achieved over twenty years.
The upstream of a tender response	Reading the specifications, the angle, the strategic note, the case study, the credibility of the proposed set-up. A senior key-expert CV in EU procurement format can be included in the bid; the agency keeps the client relationship.
The voice of leaders	For public affairs consultancies and their clients: executive voice programmes, on LinkedIn first, built on evidence rather than slogans. Ten years of programmes for executive committee members, federation presidents and deans.

Selected EU references

2011–2016	European Commission, DG Communication	Framework contract for information and communication campaigns, won at the end of 2011 by the consortium led by JWT with Cohn & Wolfe (contractor 2012–2016). Project manager of the case study that contributed to the award; then part of every competitive bid of the consortium.
2013–2014	European Commission, DG Research and Innovation	Horizon 2020 campaign: media relations and social media in the 28 Member States around EU-funded research projects, coordinated from Paris with a network of national correspondents. Social media team leader.
2014	European Commission, DG CONNECT	Startup Europe campaign: successful start-ups as role models in six Member States (Greece, Spain, Portugal, Italy, Slovakia, Cyprus); media, social media and local ecosystem partnerships. Social media manager, author of the final report.
2015–2016	European Commission, DG SANTE	“Ex-smokers are unstoppable” anti-tobacco campaign, 28 Member States. Central social media manager of the winning bid: central and local social media strategy, coordinators’ network, stakeholder engagement.
2015–2016	European Commission, DG Justice and Consumers	Consumer credit rights campaign in Austria, the Czech Republic and Greece: central social media strategy, coordination of local press and stakeholder relations.
2012–2014	European Commission Representation in France	Audit of online opinion leaders on Europe (2012); media and social media coverage of the Citizens’ Dialogues in Marseille (2013) and Paris (2014). Speaker at the Commission’s Social Media Network (2013).
2016	Brussels agency (subcontracting, Two4com)	Two strategic notes for institutional bids: evaluation of the Commission’s Europa portal (audience and social accounts audit) and digital transformation of communication for the EU satellite navigation agency.
2017	Toute l’Europe · ENA	Social media strategy, guidelines and team training for Toute l’Europe. Moderator of the workshop “How to talk about Europe better?” at the European Rendez-vous of Strasbourg (ENA).

Executive voice and social media (2016–2026)

Burson, Paris (2024–2026): Director, executive communication, within the Data & AI Lab. Leader advocacy programmes for the head of European affairs of GRDF, an industrial director and executive committee member, the dean of EDHEC and the co-founder and CEO of ManoMano; design of the Creator Advocacy and Generative Engine Optimization offers. BCW (2018–2024): head of the social media team within the integrated data, design and digital hub; adviser to two successive heads of WPP in France; employee advocacy programmes for LEO Pharma, Suez, Corteva and UCB. Burson-Marsteller i&e; (2016–2018): first LinkedIn programmes for executives.

Analysis, teaching, think tank

Lacomeuropéenne (since 2007): 1,700 analyses of the communication of the institutions, the Member States and the discourse on Europe, published every week; quoted by Le Monde, Le Figaro, France 24, France Info, France Culture and Euractiv; two articles in Convergences, the journal of the Club of Venice (June 2026). Lecturer in EU communication at Sorbonne Nouvelle (since 2013) and Sciences Po Strasbourg; Sorbonne Université (2011–2025). Volunteer Secretary General of Atelier Europe: study visits to Madrid, Brussels, Budapest, Warsaw and Copenhagen; policy papers on the Clean Industrial Deal, the AI Act and the Defence White Paper; co-author of Habeas Mentem, the agenda for Europe's cognitive autonomy. Sciences Po Strasbourg; master in political communication, Paris I Panthéon-Sorbonne. Sabre Award 2012, best European campaign in corporate reputation and public education.

Working together

Sole trader based in Paris, on site in Brussels on request. Fixed-fee or day-rate assignments; subcontracting and white-label work accepted. Key-expert CV in EU procurement format and detailed references on request. Thirty minutes are enough to frame the need: a lot to reinforce, a bid to prepare, a leader to be heard.

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