

## **CURRICULUM VITAE**

### **Franck Riehm**



### **PERSONAL/PROFESSIONAL BRIEF**

I was born in 1962 in Germany. I grew up and studied in Strasbourg then in Paris where I currently live. I am the father of 4 children (3 girls and a boy) and I first worked in marketing in the Danone group then I created my business in 1990 in the restaurant business. Over the years I have mainly developed two brands: Flam's restaurants (Flammekueches restaurants) and 231 East Street restaurants (premium burger restaurant). I also opened several independent breweries across France. In doing so, I developed an important activity in real estate and Business Consulting.

I graduated from ESSEC (Business School) in 1984 and I also have a degree in law and history.

### **BRIDGE ACTIVITIES**

Introduced to bridge at the age of 19, I immediately fell in love with this wonderful game. My professional life prevented me from devoting more time to competition. My main titles are:

- Winner of the Interclubs 1st division in 2006 and 2018.
- Winner of the National Open Team Championship (1st Division) in 2016.
- 3rd in the French championship by pairs (first division) in 2019.
- Several participations in international events.

### **POSITIONS IN BRIDGE**

I have been a member of the Nancy Bridge Club since 2001 (East of France). Since 1996, I have been involved in the Bridge Association:

- Treasurer then President of the Strasbourg Bridge Circle from 1996 to 2002.
- Vice-president of the Alsace committee from 1998 to 2002, I founded the House of Bridge for the Alsace Committee in 1999.
- Significant sponsor of youth bridge events since 2010, such as the Epsilon Cup, Youth and School Championships.
- World Championship in Lyon in 2017 (more than 2000 initiations for young people)
- Member of various expert groups within the FFB since 2014
- First Vice-President of the French Bridge Federation since 2018 and elected President since October 2020.

During the two years of a major crisis (covid), I have been developing, with my team, e-bridge when all clubs were closed in order to entertain our members. In the time of re-opening, I have been involved in boosting our network by various actions towards clubs and festivals as well as entering into partnerships with other NBOs and Educational bodies:

- Creation of le “Petit Bridge”, an introduction to bridge for young people.
- Training of more than 2000 school teachers in bridge in the school environment.
- Reviving also the mini bridge the French created 40 years ago and used by many Nbos since that time.

My priority goal for bridge is to develop our game and contribute to the rejuvenation of populations. Bridge primarily needs to recruit new members, any other topic may seem secondary today... I want to be an active player of this development through international bodies at the service of the Nbos to help (the ones who feel needing at least ...) in various fields with modern and new technology and my expertise in marketing.

Today there are real recruitment actions to be carried out which have been a success in several NBO's or on specific targets, we must pool our means, our vital forces and our ideas to achieve this aim. All people who desire to join a special group dedicated to that purpose, promotion , développement, media coverage etc...will be very much welcome to achieve the success bridge deserves despite the difficult time we face and that we can overcome if we work closely all together.