

## CONCEPT

AlterMind was founded in 2007 by Mathieu Laine and Anne Méaux in order to create optimal strategic solutions to the evolving challenges facing businesses and governmental agencies.

### **Out-of-the-box innovation, customized solutions**

AlterMind draws upon a global network of experts and institutional partners from an eclectic array of disciplines, including those with established reputations as well as rising stars who bring a fresh perspective. Our methodology combines solid, in-depth analysis with an interdisciplinary approach to provide creative, immediately actionable results which serve our clients' strategic needs. AlterMind's approach combining innovation, diversity, and real-world application is what gives our clients the edge they need to anticipate and meet the constantly evolving challenges of today's world.

Every project is different; therefore, so is each working group. Each client benefits from the expertise of a team comprised to address its unique needs: in consultation with the client, AlterMind assembles an ad hoc think tank created and tasked with providing a targeted, actionable response to the issue at hand.

### **Full service**

AlterMind does more than generate innovative ideas: through our alliance with international institutional partners specialized in strategic communications, AlterMind also offers clients a full-service option which includes a comprehensive, targeted communications strategy. From conception to execution and impact evaluation, we can help our clients ensure that the ideas we produce reach the right audiences, in the right way, at the right time.

## PROJECTS

### The majority of our projects fall into two main categories:

- Requests from private companies, usually multinationals, who wish to gain a new perspective on the challenges they're facing, whether broad or specific—an innovative, practicable, and professional perspective incorporating a variety of creative and inspired approaches to help develop a tailored strategic approach.
- Requests from public authorities who are confronting problems of policy formulation, public management or the implementation of reforms or regulatory systems—and who are seeking a new point of view which puts extant foreign practices into context and lays out a methodology for not only producing new ideas and insights—but also for effectively communicating them to target audiences.

### Examples of missions

- Demonstrate the benefits of opening the electricity market to competition and propose an acceptable transition model between highly regulated to free-market for a new player in the French market for electricity (Poweo);
- Carry out a comparative analysis of a number of specific items of stock market regulations and the potential response of the regulatory authorities of the major European markets for a large real estate concern.

## TEAM

### **Mathieu Laine**

Partner

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Mathieu Laine is a French attorney and lecturer at Sciences-Po, director of the collection “Idées fausses /vraies réponses” (Wrong Ideas/Right Responses) with JC Lattès, and is the author of numerous essays and articles, most notably those dealing with politics, economics and law.

### **Anne Méaux**

Partner

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Anne Méaux is the president of Image 7, one of the most influential communications firms in Paris.

### **Kerry Halferty Hardy**

Managing Director

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Kerry is an American with a diverse background who has worked for the Cato Institute, the American Institute for Contemporary German Studies at the Johns Hopkins University, the Texas Legislature, and for private industry; she also serves on several nonprofit boards.

## CONTACTS

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