



Malt strengthens its leadership team to support international development with the appointments of Carla López (CMO) and Manuel Brachet (CRO)

Paris, September 16, 2025 - Malt, the European leader in freelance management, has announced the strengthening of its leadership team with the appointment of Carla López as Chief Marketing Officer (CMO) and Manuel Brachet as Chief Revenue Officer (CRO). These designations are a key step in the company's growth strategy and reinforce its ambition to become the leading international platform.

Carla López joins Malt with nearly **20 years of experience** in marketing and business development. She previously served as **VP Marketing at Adevinta (leboncoin, Infojobs, L'Argus...)**, where she contributed to the success of the european online classifieds leader. Her professional career has a proven track record of promoting and expanding brands across various European markets, which aligns with Malt's current strategy. Her experience in developing high-impact marketing campaigns on high-growth platforms will be crucial for accelerating Malt's global presence.

Manuel Brachet brings 30 years of expertise in driving revenue growth and international scale. As the former **Chief Commercial Officer of Egencia (formerly part of Expedia Group)**, he played a central role in the rapid growth of Egencia's travel management solution and marketplace, and in the digital transformation of the business travel industry. He piloted the go-to-market strategy for the #1 SaaS business travel management solution, and led a global commercial team of 500 employees across EMEA, North America and Asia Pacific. As CRO, his mission will be to oversee Malt's commercial engine and teams across all countries to drive growth and profitability.

*"At Malt, we have a strong ambition: the future of work is based on freedom and the ability for everyone to collaborate with the best talent, everywhere in the world," says **Vincent Huguet, CEO and co-founder of Malt**. "To meet this challenge and take a new step in our development, it was essential to strengthen our leadership team with profiles capable of supporting rapid and demanding international growth. The arrival of Carla López and Manuel Brachet reflects our determination to build an undeniable global leader in freelance management," he adds.*

*"Joining Malt represents a unique opportunity to contribute to the growth of a company that is transforming the future of work. My mission is to amplify Malt's voice globally, position us as the definitive brand for freelancing, and create stronger connections between businesses and the world's top independent talent. Together, we're building not just a platform, but a global ecosystem that empowers freedom, agility and innovation at work", **Carla López, Chief Marketing Officer (CMO)**.*

*"I am particularly excited to join Malt at a key moment in its development, and at an inflection point in the evolution of work," says **Manuel Brachet, Chief Revenue Officer (CRO)**. "My goal is to harness our commercial and country teams around a common ambition: accelerating growth while continuing to deliver the foremost experience to our clients and our community of freelancers. It's a tremendous opportunity to make Malt the international champion of freelance management," he states.*

With these appointments, Malt reaffirms its ambition to establish itself as the leading freelance management platform in Europe and to support the growth of a booming model of work. Malt's mission remains unchanged: to simplify and streamline collaborations between freelancers and businesses. This mission is even more relevant given the changes in the job market, with the ambition of making freelancing a natural choice for organizations and a true driver of freedom for talent.

About Malt

Malt is Europe's leading freelance management platform, co-founded in 2013 by Vincent Huguet (CEO). Over 90,000 companies of all sizes source, contract and manage external talents from Malt's community of more than 850,000 highly qualified independent experts across every field - from tech & data to marketing and communication, to management consulting. Finding the right freelancer takes just seconds with Malt AI Search, contracting and payment are seamless, with built-in reporting and compliance, making Malt an end-to-end solution for freelance management. Operating across 9 countries in Europe and the Middle East, Malt achieved a business volume of over €800 million in 2024.

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