

RSM France appoints Bertrand Dufour as Regional Head for RSM Auvergne Rhône-Alpes

- **RSM France, the 6th largest global network in audit, consulting, and accounting, announces the appointment of Bertrand Dufour as Regional Head for RSM Auvergne Rhône-Alpes (AURA).**
- **This appointment reflects RSM's commitment to supporting local businesses in the face of current economic and technological challenges.**

A dynamic firm within a strong regional network

As France's leading industrial region and second-largest economic hub, Auvergne Rhône-Alpes boasts a diverse range of industries.

RSM in AURA, with 300 professionals spread across five offices (Lyon, Limas, Chambéry, Grenoble, and Albertville), is ideally positioned to provide close, local support while leveraging the strength of the national network, which includes 1,500 professionals across the country.

"Backed by a regional presence built over 50 years, we are committed to evolving our model to meet the demands of a constantly changing market. Our national organization enables us to structure centers of excellence, thereby enhancing our ability to support clients with expertise tailored to their needs—while also attracting new talent," says Bertrand Dufour.

Guiding businesses through today's and tomorrow's challenges

RSM in Auvergne Rhône-Alpes places particular emphasis on supporting businesses in key sectors such as new technologies, startups, scale-ups, and international companies, thanks notably to its expertise in international development and welcoming foreign companies.

"The challenges faced by economic players are constantly evolving—in human resources, business development, artificial intelligence, and regulation. These transformations are a tremendous opportunity to redefine a profession sometimes seen as outdated, but which is now reinventing itself with boldness. By embracing this transformation with an entrepreneurial mindset, we strengthen our ability to support our clients with accuracy and agility," adds Bertrand Dufour.

About Bertrand Dufour



Chartered Accountant specialized in the digital economy and the digitization of business. With around twenty years of experience, including ten as a Partner at RSM based in Lyon.

Driven by a strong belief in the need for accounting automation and with a keen interest in IT issues, management control, and evolving business models, he chose to specialize in a specific sector: startups and growth companies, complemented by expertise in international support.

He is a partner member of Digital League and GAME ONLY and delivers training related to the digital ecosystem.

A member of the Auvergne Rhône-Alpes Executive Committee since 2018, he served on the France

Operational Committee from 2020 to 2024 as Head of the Accounting Services Line, and has been President of the AURA Region since 2024.

Press :

Domitille Masse

Chargée de communication et relations presse

domitille.masse@rsmfrance.fr

About RSM

RSM is the 6th largest global network in audit, consulting, and accounting, operating in over 120 countries. It currently brings together more than 65,000 professionals and partners. In France, RSM is a key player in audit, accounting, and consulting, with a presence in the main regional economic hubs, including offices in Paris, Lyon–Chambéry–Grenoble–Albertville–Villefranche, Montpellier–Nîmes–Uzès, Aix-en-Provence–Pélissanne, Rennes, Nantes–Laval, Strasbourg–Colmar, La Réunion, Mayotte, and Saint-Martin. RSM now has over 1,500 professionals across the country and aims to continue expanding its regional presence. The group has structured its multidisciplinary offering around five areas of expertise: Audit, Accounting, Consulting, HR-Social / Payroll, and Legal & Tax.