

# Cécile Paillard appointed Group Chief Transformation Officer

Milan – Generali announces the appointment of Cécile Paillard as Group Chief Transformation Officer, effective as of September 2<sup>nd</sup> 2024, directly reporting to the General Manager, Marco Sesana.

In her role, Cécile Paillard will be responsible for accelerating the Group's transformation, driving the execution of its strategy towards greater digitalization across the organization and innovation in terms of *customer experience* and distribution networks, key drivers for the Lifetime Partner model. She will also join the Group Management Committee (GMC).

Cécile brings to Generali over 25 years of experience in financial services, and a notable expertise in strategic planning and innovation. In her career, she held leading roles in international insurance players, most recently as CEO Mediterranean, Middle East & Africa of Coface Group, and previously positions of growing responsibility in AXA.

**Marco Sesana, Generali Group General Manager**, said: *“Leading innovation is one of the three pillars of our strategy “Lifetime Partner 24: Driving Growth”, and the transformation process is a key engine powering our future growth. With Cécile's support, we will further strengthen our commitment towards the development of an innovative, agile and digitally-enabled organization, for the benefit of our customers and all stakeholders”.*

## THE GENERALI GROUP

Generali is one of the largest global insurance and asset management providers. Established in 1831, it is present in over 50 countries in the world, with a total premium income of €82.5 billion in 2023. With around 82,000 employees serving 70 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society.