

ODDO BHF strengthens its digital strategy with the arrival of Noémie Ellezam as Global Head of Marketing & Data

Paris, Frankfurt, February 3, 2025

ODDO BHF appoints Noémie Ellezam as Global Head of Marketing & Data, and a member of the General Management Committee (GMC) effective from March 1st 2025.

Noémie Ellezam's mission will be to support a new phase in the Group's transformation, positioning data and its applications at the heart of strategy. The goal is to strengthen data governance and accelerate the deployment of artificial intelligence technologies on a large scale, enhancing customers understanding (*customer analytics*) and their experience, particularly in the digital space, and thus supporting the Group's long-term growth ambitions.

Noémie joins ODDO BHF with 18 years of international experience in strategy, marketing, and digital transformation of financial services within the Société Générale group. She has served as Global Head of Artificial Intelligence since 2023, managing a portfolio of several hundred use cases serving customer experience, operational efficiency and risk control. She will work alongside Benoît Claveranne, Chief Transformation and Development Officer for the Group.

"Noémie's expertise in marketing, data and artificial intelligence, combined with her strategic vision, will play a key role in accelerating our transformation, for the benefit of our customers and our growth ambitions. This appointment marks a significant milestone for the Group, underlining our commitment to investing in talent and technology to remain at the forefront of innovation," says Benoît Claveranne.

"I am thrilled to join the ODDO BHF Group and bring my marketing and technological expertise to an ambitious project serving European businesses and entrepreneurs. I'm looking forward to building on this incredible growth story alongside talented teams. The ability to rely on trusted technologies to deliver a personalized experience and competitive services is increasingly central to a sustainable and authentic customer relationships. I am eager to help ODDO BHF and its customers seize the tremendous opportunities that await us all in the coming years." adds Noémie Ellezam.

This appointment follows the decision of Agathe Schittly, Global Head of Marketing since 2020, to dedicate herself to new projects. During her 19 years at ODDO BHF, Agathe Schittly has led strategic projects on the Group's customer experience and brand image.

Philippe Oddo adds, *"I would also like to thank Agathe, both personally and on behalf of all her teams, for her dedication to ODDO BHF over nearly 20 years. Her excellent knowledge of the Group has enabled her to implement ambitious projects that have shaped our brand image. I have very fond memories of my collaboration with Agathe and wish her every success in her new ventures."*

CV Noémie Ellezam

Noémie Ellezam began her career at Société Générale's General Inspection. She then joined the marketing and sales department of the retail bank in France in 2014, where she oversaw business development in the retail and private banking and led several strategic customer experience initiatives with a digital and data focus (pathways, segmentation, relationship models...). In 2019, she was appointed Group Chief Digital Strategy Officer, to accelerate the use of digital and data across all the bank's businesses (commercial banking, private banking, insurance, corporate and investment banking, specialized financing). In 2023, she was appointed Global Head of Artificial Intelligence for the group.

A graduate of Sciences Po Paris and HEC Paris, and certified in Artificial Intelligence applied to financial services by Harvard Business School, Noémie Ellezam also teaches digital transformation in the banking sector at Sciences Po Paris.

About ODDO BHF

ODDO BHF is an independent European financial group active in the areas of Private Wealth Management, Asset Management and Corporates & Investment Banking. With its special entrepreneurial spirit, the Group currently manages around 140 billion euros in client assets and has equity capital of more than 1.1 billion euros. In 2023, ODDO BHF generated net banking income of 806 million euros. With around 3,000 employees in France and Tunisia, Germany and Switzerland, the Group pursues a consistent European strategy with a global perspective. ODDO BHF has a unique shareholder structure that ensures its independence and enables it to develop sustainable products and services aiming on creating a world in which every day is full of opportunities.

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