

Catherine Charrier-Leflaive joins the APRIL Group

The APRIL Group announces the arrival of Catherine Charrier-Leflaive to manage its individual Health / Personal Protection and Loan Insurance activities. Former Deputy Director at La Banque Postale in charge of insurance and the industrial merger with CNP Assurances, Catherine Charrier-Leflaive joins APRIL on 1st December 2020 as Deputy CEO of APRIL Santé Prévoyance. She will take over from Roger Mainguy as CEO when he leaves APRIL in January 2021.

APRIL has undertaken an ambitious transformation programme as part of its Spring strategic plan, aiming to become an agile, omni-channel, digital distributor of insurance solutions, a customer experience champion and leader in its reference markets: health and personal protection, property and casualty, and international medical insurance.

The Lyon-based broker has strengthened and revitalised its management teams since the takeover by CVC Capital Partners in 2019 and has promoted and recruited top talent into key positions, while broadening its digital expertise through targeted investments in insurtechs.

Catherine Charrier-Leflaive joins APRIL on 1st December to manage the individual Health / Personal Protection and Loan Insurance markets, which represent 50% of the company's turnover. She will be tasked with leading a transformation plan focussed on improving the customer experience for partner brokers and policyholders, speeding up organic growth and digitalising the company to make it a leading insurance and financial services provider.

Catherine Charrier-Leflaive has spent her entire career in insurance, notably at Generali, where she led acquisitions which would change the scope of property and casualty insurance there, before becoming the CEO of L'Équité and the Chair and CEO of l'Européenne de Protection Juridique. She joined La Banque Postale in 2010 and set up the Group's property and casualty insurance company. Since 2019 she has worked as Deputy Director at La Banque Postale, in charge of insurance activities and the industrial merger with CNP Assurances. On joining the APRIL Group, she continues a career path distinguished by development and transformation.

Catherine Charrier-Leflaive: *"APRIL is one of the entrepreneurial achievements which really stands out in our industry, and most of all, it is a leader which has decided to reinvent itself in order to offer an outstanding experience to its customers. This challenge is what appealed to me, and I am both proud and excited to join a successful business, an extremely ambitious project and committed teams which are at the heart of the transformations shaking up the insurance industry, particularly in health and personal protection, where the challenges facing us are immense and our growth ambitions sky-high."*

Eric Maumy, CEO of the APRIL Group: *"Having Catherine Charrier-Leflaive join APRIL's management team is excellent news. Catherine is a successful manager who has led large-scale projects in France and abroad. Her energy and experience in terms of development, transformation, innovation and customer experience are real assets for APRIL, its staff members and its customers."*

[A brief overview of her career](#)



PRESS RELEASE

Catherine Charrier-Leflaive, 56 years old, graduated from Neoma Business School and began her career at GAN as Head of Direct Marketing, then moved to GMF Vie as Head of Sales and Training. She joined the Aviva Group from 1992 to 2002, firstly as Head of Marketing Research, then with responsibility for the merger of the Epargne de France and Abeille Vie networks. She was later appointed Director of Abeille Vie and ran all their major strategic projects, including the merger of Norwich Union and Aviva France.

She joined the Generali Group from 2002 to 2010, firstly as Director of change management. Her work included leading the acquisition of Zurich France and Continent Assurance's personal insurance activities, the merger of Generali France's insurance companies, as well as major transformation projects. She became Audit and Corporate Affairs Director at the Generali Group and at the Europ Assistance Group in 2005. In 2007, Catherine Charrier-Leflaive became CEO of l'Equité, Generali France's property and casualty insurance subsidiary, and Chair-CEO of l'Européenne de Protection Juridique.

In 2010 she joined La Banque Postale to set up and manage the Group's property and casualty insurance company. In 2013 she was appointed Director of Human Resources at La Banque Postale, and of financial services at Le Réseau La Poste. She set up a banking and insurance training centre, completed the merger of the sales management teams at La Banque Postale and Le Réseau La Poste, and led negotiations between management and the workforce. She became Director of retail banking and insurance at La Banque Postale and Deputy Director at Le Réseau La Poste in 2016, where she transformed La Banque from retail to omni-channel banking and laid the banking and insurance foundations in the multi-activity postal networks.

In March 2019 she became Deputy Director of retail banking and insurance, and managed the industrial merger project between La Banque Postale and CNP Assurances. Since 2020 she has worked as Deputy Director of La Banque Postale in charge of insurance.

About APRIL

APRIL's mission is simply to offer people support and protection when it matters. APRIL is a major player in insurance distribution, the inventor of wholesale brokerage in France and leader in this market. The company strives to nurture the confidence of its customers and offer them an outstanding experience, combining the best of people and technology. Its 2,300 employees design, manage and distribute insurance solutions in 22 countries and in five priority markets: Loan insurance, Individual health and personal protection, International health insurance (IPMI), Pros and VSEs, and Property & Casualty niches

APRIL's ambition by 2023 is to become a digital, omnichannel, agile player, focusing on 4 essential building blocks
#CustomerExperience #Growth #Performance #Teams.

In 2019, the APRIL Group recorded a turnover of €1,017.3 million.

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