

Beat: Technology

## EULER HERMES CREATES A DIGITAL AGENCY DEDICATED TO REINVENT TRADE FINANCE

TEAM IS HEADED BY VIRGINIE FAUVEL

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**USPA NEWS** - Amid the digital revolution progressively impacting all industries, mainstream online commerce becomes more and more driven by B2B platforms, and artificial intelligence increasingly powerful, thanks to the gigantic increase in the amount of data available. In 2015, Euler Hermes marked a milestone by creating the digital agency, a dedicated structure aiming to reinvent trade finance, allowing corporates, SMEs, freelancers, BtoB marketplaces, supply chain finance businesses and alternative lenders to manage their credit risk in the best possible way. On the photo pictured From left to right: Charles Ruelle, Véronique Fauvel, Valia Papadea, Marion Sylvain, Nicolas Polailon, Max Cadena

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Following the appointment of Virginie Fauvel as Chief Transformation Officer on January, 15th, 2018, a new digital and transformation team has been set up in order to activate the Group's transformation and materialize its ambition of becoming the most innovative B2B insurance company.

Effective immediately, Marion Sylvain and Charles Ruelle are taking on new roles as co-heads of the Digital Agency, while Nicolas Polailon will lead the newly created Data Lab as Chief Data Officer. Valia Papadea will head a new structure, named the "Continuous Productivity Improvement & Value Creation" team. Finally, Max Cadena will become Virginie Fauvel's Head of Office. This new digital and transformation team will help the Group move forward and transform itself in a changing environment. As co-heads of the Euler Hermes Digital Agency, Charles Ruelle and Marion Sylvain will be in charge of running new experiments and testing new business models. They will also work on scaling up current achievements.

Charles Ruelle has an engineering and innovation background: he was previously an entrepreneur and then Chief Technical Officer of "Etalab", the French Prime Minister's task force for Open Data, where he led the development of the French public open data platform: data.gouv.fr. He is also a Board Member of the "Hello Tomorrow" Challenge, a non-for-profit international challenge for science & technology innovators.

Marion Sylvain has a Master's degree in corporate and market finance from Dauphine University and a postgraduate degree in strategy from the ESSEC business school. She first spent seven years at Roland Berger. She then joined Euler Hermes as Head of Group CEO office. Over the past months, Marion was in charge of the IATA program within Euler Hermes, a first deal which was closed in close collaboration with the Digital Agency.

**NICOLAS POTAILLON IS APPOINTED CHIEF DATA OFFICER IN CHARGE OF THE EULER HERMES DATA LAB--**

Nicolas is a graduate engineer of the Polytechnique School and Ecole des Mines de Paris. He started his career at Cap Gemini in 2000. He joined SFR in 2006 where he held various positions, starting as head of revenue management and ending as CRM Director. After a full year's experience in a Data Management & Exchange startup, he joined Euler Hermes in 2016. Valia Papadea will head a new structure, the "Continuous Productivity Improvement & Value Creation" team. This is a global initiative and one of the drivers of EH's transformation through a continuous improvement journey: CPIVC is about exploring and implementing new ways of working through never ending optimization of processes and integration of new technologies.

Prior to Euler Hermes, Valia worked in Greece for 8 years in financial consulting and project management positions in various organizations such as Ernst & Young and the European Commission. She joined the Group in 2008 as Head of Accounting and Controlling at Euler Hermes Hellas and moved to Paris in 2012 where she held various positions in finance, HR, business development & partnerships management. She holds a BA in Economics with a focus on Mathematics, a BA in Greek Literature, Art & Philosophy as well as an MBA from Bath University.

Max Cadena will become Head of Virginie Fauvel's Office. He will be supporting her in the transformation agenda setting and steering

while acting as Head of financial steering for the Transformation teams. More generally, he will represent a point of contact for the CTO to the organization.-----

Max holds a double Bachelor of Arts in Colombia in Mathematics and Industrial Engineering. He started his career at Allianz global headquarter in Munich in 2010 and then joined Allianz France in 2013 in the controlling department. In 2016, he moved to the office of Virginie Fauvel, in charge of the project steering of the strategic plan "Growth, Shine & Modernise"<sup>[?]</sup> and for the development of the first Blockchain tool. In 2017, he was appointed as Head of office of Virginie Fauvel at Allianz France. "I am very proud to announce these appointments,"<sup>[?]</sup> said Virginie Fauvel, Chief Transformation Officer at Euler Hermes. "We have built a talented and skillful team to drive transformation at Euler Hermes. We have now embarked in our transformation journey. Together with all our employees, this is our mission for the next three years. I am wishing Charles, Marion, Nicolas, Valia and Max all the best for their future missions."<sup>[?]</sup>

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United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
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