

Communiqué de presse

Michel Roux has been appointed
Director of Business Development, Banque Populaire

Paris, October 15, 2009

Michel Roux has been appointed Director of Business Development, Banque Populaire, reporting to Yvan de La Porte du Theil, Chief Executive Officer of Banque Populaire and a member of the Management Board of BPCE. Within the framework of his new duties, Michel Roux is responsible for corporate and institutional clients, self-employed professionals, the retail banking market, private banking and communications.

Michel Roux (57) holds a Master's degree in management. He began his career in 1976, working for the Eres-Tour-Agro-Industrie firm as a research analyst. From 1979 to 1983, he served as a management controller for Rowntree Mackintosh SA.

In 1983, he joined the Chambre Syndicale des Banques Populaires, first as manager in charge of the Tradespeople Management Division and, subsequently from 1988 to 1993, as manager of the Management Control, Cash and Public Financing Department. In 1994, he was appointed Deputy Director in charge of the business development of Groupe Banque Populaire in the self-employed professionals market segment and head of external relations. In 2000, he joined Banque Populaire du Massif Central to take up the position of Customer Manager and Regional Director responsible for the Allier region. In 2003, he was called to join Banque Populaire Val de France where he was appointed Deputy Chief Executive Officer in charge of operations.

Photo available upon request

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