



## Aurélie Fouilleron appointed Head Sales and Marketing at Swiss Life Asset Managers in France

16 May 2022

Aurélie Fouilleron joins Swiss Life Asset Managers France as Head Sales and Marketing. In her new role, Aurélie Fouilleron will guide the sales and marketing strategy of Swiss Life Asset Managers in the French market among a clientele comprising institutional, professional, private management and individual investors.

Aided by a team of about 30 people, Aurélie Fouilleron's mission will be to develop the global offering in Securities (monetary, bonds, equities, multi-asset) and Real Assets (Real Estate and Infrastructure). She will work on the deployment of the pan-European Real Estate health, residential, office, logistics and hotel market offering and also on our renewable infrastructure funds.

*"Aurélie has in-depth knowledge of the European asset management market. Her experience and engagement will enable us to significantly support our development in line with our strategy for all our institutional, wealth management and individual clients,"* says Frédéric Bôl, Chief Executive Officer of Swiss Life Asset Managers France.

*"I'm excited that Aurélie is joining Swiss Life Asset Managers and am convinced she is the right person to lead our Sales & Marketing team in France, in order to deliver against our ambitious growth plans"* says Mark Fehlmann, Head Sales and Marketing for Swiss Life Asset Managers.

Aurélie's appointment will support the Swiss Life 2024 strategic plan to reach CHF 150 bn. in assets under management for third-party clients by the end of 2024. Swiss Life Asset Managers is a major player on the French market with an enhanced offering of securities, real estate and infrastructure. Assets under management in France by Swiss Life Asset Managers came to EUR 62.1 billion as at 31 December 2021 covering all customer segments.



Aurélie Fouilleron has over twenty years of experience in asset management. Before joining Swiss Life Asset Managers France, Aurélie Fouilleron held several senior positions at La Française from 2007, including Global Accounts Business Manager, Head of Central Europe (for Germany, Switzerland and Austria) and, most recently, Sales Director Bank and Insurance.

Aurélie Fouilleron holds a degree in Strategic Marketing from the Institut d'Etudes Politiques de Paris and the European School of Business (ESB – Reutlingen, Germany).

## Media relations

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### **About Swiss Life Asset Managers**

Swiss Life Asset Managers has more than 165 years of experience in managing the assets of the Swiss Life Group. This insurance background has exerted a key influence on the investment philosophy of Swiss Life Asset Managers, which is governed by such principles as value preservation, the generation of consistent and sustainable performance and a responsible approach to risks. Swiss Life Asset Managers offers this proven approach to third-party clients in Switzerland, France, Germany, Luxembourg, the UK and the Nordic countries.

As at 31 December 2021 assets under management for third-party clients amount to EUR 99.1 billion. Together with insurance assets for the Swiss Life Group, total assets under management at Swiss Life Asset Managers stood at EUR 266.3 billion. Swiss Life Asset Managers is a leading real estate manager in Europe<sup>1</sup>. Of the assets totalling EUR 266.3 billion, EUR 84 billion is invested in real estate. In addition, Swiss Life Asset Managers, in cooperation with Livit, manages real estate totalling EUR 27.8 billion in value. Total real estate under management and administration at the end of December 2021 thus came to EUR 111.8 billion.

Swiss Life Asset Managers' clients benefit from the commitment and expertise of more than 2,500 employees in Europe.

1 INREV Fund Manager Survey 2021 (AuM as of 31.12.2020)  
Swiss Life Asset Managers data as of 31/12/2021

### **Self-determined Life**

Swiss Life enables people to lead a self-determined life and look to the future with confidence. Swiss Life Asset Managers pursues the same goal: We think long-term and act responsibly. We use our knowledge and experience to develop future-oriented investment solutions. This is how we support our customers in achieving their long-term investment objectives, which in turn also take account of their client's needs so they can plan their financial future in a self-determined manner.