

Press release

Emmanuelle Criado joins German InsurTech company Finlex to lead its newly created French entity

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Following the arrival of Pascal Ouvrard in June as European Strategy Director, Finlex appoints Emmanuelle Criado as Country Manager France to develop its international ambitions in France and become the leading platform and ecosystem for financial and cyber risks for businesses.

Finlex, a platform provider for insurance brokers and insurers, is continuing its international development. Specialising in financial risk and cyber insurance products for businesses, Finlex acts as a platform provider and wholesale broker to build a unique ecosystem in Europe.

The InsurTech today announces the appointment of Emmanuelle Criado as Country Manager France.

Leveraging her insurance and entrepreneurial experience of over 20 years.

A graduate of the Institut Supérieur de Gestion Paris, Emmanuelle CRIADO began her career in 1990 in IT and then telecoms within the Cegetel/SFR group. In 2000, at the very beginning of the Internet in France, she embarked on an entrepreneurial adventure with the creation of a web agency.

In 2004, she turned to the insurance industry at Verlingue and then in 2009 at Aon.

In 2013, she took over the general management of a subsidiary of the April group, April Entreprise Est (AEE), specialising in the distribution of multi-risk and professional liability insurance solutions for the health, service and regulated professions. She managed a team of 30 people serving 4,500 client brokers. In 2020, when AEE was acquired by +Simple, Emmanuelle CRIADO became Director of Offer and Distribution and participated in the integration of the teams into the new organisation.

Her mission within Finlex will consist of launching and developing the InsurTech in France. "I am very happy to join the Finlex team as Country Manager France and to put all my energy and skills at the service of this new challenge. The Finlex model, with its specialisation in financial lines and Cyber and its distribution through a high

value-added digital platform, makes it a unique and very inspiring model. Having the chance to participate in the deployment of this model, which is already a success in Germany, on the French market and to create a team to support its development is a challenge that I am looking forward to taking up alongside Pascal Ouvrard, Director Strategy Europe," said Emmanuelle Criado upon her arrival.

"Emmanuelle's personality and both personal and professional qualities really appealed to me and will allow us to accelerate our development on the French market, first step in our European expansion ambitions. I look forward to our future collaboration and welcome her to Finlex. » adds Pascal Ouvrard

Sebastian Klapper, Co-CEO and Founder of Finlex, added: "We are very pleased to welcome Emmanuelle Criado to the Finlex family as Country Manager France. Her mix of insurance-digital and entrepreneurial experience will enable us to quickly achieve our development objectives in France and strengthen our position as European leader in our field."

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Emmanuelle Criado | ([press photo](#))

Pascal Ouvrard | ([press photo](#))

Sebastian Klapper | ([press photo](#))

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About Finlex GmbH

Finlex – the online insurance platform for commercial and industrial clients – aims to be the leading digital marketplace for financial lines' business segments throughout Europe. This includes D&O, cyber, legal expenses, fidelity, pecuniary loss liability and capital market transaction insurance. Finlex focuses on digitization and professionalism. The InsurTech Radar 2021, recently published by Oliver Wyman, considers Finlex one of the few 'scale-ups' with enormous potential. Scale-ups are start-ups that have left the initial phase and are showing rapid growth. Finlex is headquartered in Frankfurt am Main with offices in Berlin, Barcelona, Düsseldorf, Essen and Vienna.

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