

Natixis Investment Managers Announces Two Senior Appointments

London, 2nd November 2021 – Natixis Investment Managers (Natixis IM), one of the world’s largest asset managers with €1,182.5 billion in AUM, has appointed Melanie Robinson as Global Head of Customer Experience and Gad Amar as International Chief Product Officer.

In the newly created roles, Melanie Robinson and Gad Amar will respectively support Natixis IM’s strategic ambitions to become the most client-centric asset manager globally. In addition, they will work closely with Natixis IM’s distribution teams and affiliate managers to deliver on the firm’s sustainability ambitions which target to have €600bn of its AUM, equivalent to around 50% of the total, invested in the sustainable or impact investing category by 2024.

As Global Head of Customer Experience, Melanie Robinson will play a pivotal role in enhancing Natixis IM’s customer experience, including client service and reporting as well as optimizing the pre- and post-sales client journey. She will have a dual reporting line to Joseph Pinto, Head of Distribution for Europe, Latin America, Middle East and Asia Pacific, and David Giunta, President & CEO, US Distribution, Natixis Investment Managers. She will be based in London and will start in early November 2021.

Melanie brings more than 12 years of customer experience (CX) management to her new role. Over the past year, she has helped organizations to devise a CX strategy for operational excellence. Prior to this, she worked at Medallia as Head of Professional Services for Southern Europe, where she advised a number of large financial corporations on how to measure and improve their CX. She has also worked at American Express as a Strategy Director. She has a strong diversity culture and held leadership roles at both Amex and Medallia.

As International Chief Product Officer, Gad Amar, CFA will be responsible for optimizing Natixis IM’s product offering, building greater synergies with its investment affiliates to help deliver a more enhanced range of solutions for clients. He will report to Joseph Pinto and be based in Paris. He joins the firm in late October.

Gad joins Natixis Investment Managers with more than 20 years of experience in sales and development activities in asset management. He joins from Edmond de Rothschild where he was Deputy CEO, Global Head of Business Development in Paris, responsible for sales and product development. He has also worked in other senior roles including Head of Family Offices, EMEA and FraBeLux Distribution at BlackRock.

Joseph Pinto commented, “The deep bench of knowledge and industry experience that Melanie and Gad bring to their respective roles will help drive our strategic ambitions to become the most client-centric asset and wealth manager. Both appointments will help support clients and enhance the customer experience in a more sustainable manner, and David Giunta and I are delighted to welcome them both to the firm.”

About Natixis Investment Managers

Natixis Investment Managers' multi-affiliate approach connects clients to the independent thinking and focused expertise of more than 20 active managers. Ranked among the world's largest asset managers¹ with more than \$1.4 trillion assets under management² (€1,182.5 billion), Natixis Investment Managers delivers a diverse range of solutions across asset classes, styles, and vehicles. The firm is dedicated to advancing sustainable finance and developing innovative Environmental, Social, and Governance (ESG) products. Natixis Investment Managers consults and partners with its clients and offers insight on markets and assumptions to better align strategies with long-term goals.

Headquartered in Paris and Boston, Natixis Investment Managers is wholly owned by Natixis. Natixis is a subsidiary of BPCE, the second-largest banking group in France. Natixis Investment Managers' affiliated investment management firms include AEW; Alliance Entreprendre; AlphaSimplex Group; DNCA Investments;³ Dorval Asset Management; Flexstone Partners; Gateway Investment Advisers; Harris Associates; Investors Mutual Limited; Loomis, Sayles & Company; Mirova; MV Credit; Naxicap Partners; Ossiam; Ostrum Asset Management; Seeyond; Seventure Partners; Thematics Asset Management; Vauban Infrastructure Partners; Vaughan Nelson Investment Management; and WCM Investment Management. Additionally, investment solutions are offered through Natixis Investment Managers Solutions and Natixis Advisors, LLC. **Not all offerings available in all jurisdictions.** For additional information, please visit Natixis Investment Managers' website at im.natixis.com | LinkedIn: [linkedin.com/company/natixis-investment-managers](https://www.linkedin.com/company/natixis-investment-managers).

Natixis Investment Managers' distribution and service groups include Natixis Distribution, LLC, a limited purpose broker-dealer and the distributor of various US registered investment companies for which advisory services are provided by affiliated firms of Natixis Investment Managers, Natixis Investment Managers S.A. (Luxembourg), Natixis Investment Managers International (France), and their affiliated distribution and service entities in Europe and Asia.

¹ Cerulli Quantitative Update: Global Markets 2021 ranked Natixis Investment Managers as the 15th largest asset manager in the world based on assets under management as of December 31, 2020.

² Assets under management ("AUM") as of June 30, 2021 is €1.182.5 billion / \$1,402.5 billion. AUM, as reported, may include notional assets, assets serviced, gross assets, assets of minority-owned affiliated entities and other types of non-regulatory AUM managed or serviced by firms affiliated with Natixis Investment Manager. Excluding H2O Asset Management.

³ A brand of DNCA Finance.

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