

Yann Emilian,

Group Executive Vice-President CRM & Premium Services Global BusinessLine

Yann Emilian began his professional career in 1989 in the industry of high-end credit cards at American Express. In February 1993, he joined American Express Bank to be successively Senior Private Banker and Marketing Manager & Communication.

In 1997, he joined General Electric Money Bank as Marketing and Communication Director – member of the Board- with the mission to create a marketing structure for the Mortgage Division.

In 2001, Yann integrates Société Générale as Marketing and Communication Director.

In 2003, Yann joined Citibank Plc. as Marketing and Communication Vice President to launch a pan-European project of Wealth Management for HNWI customers.

Since 2005, Yann joined the US Group Cendant, which later became Affinion International, a Leading global provider of comprehensive marketing services and loyalty programs. Being successively Marketing & Sales Director, Executive Vice President and General Manager and finally General Manager France & Benelux, he successfully built a major player in Affinity Marketing, winning major customers such as Carrefour Europe, MasterCard Priceless, LCL, BGL BNPP, etc.

With this experience, the leader of Premium Concierge Services, John Paul, uses his expertise to deploy the group at an international level (Asia, Africa, Europe) and actively participate in its organic growth as Group CEO.

Yann Emilian holds a graduate degree of EDC Business School and also of ESCP Europe in General Management / Strategy and Marketing.

Furthermore, Yann is President and Founder of the "Club Amex" an influent Alumni Group of American Express Network (520 members among the most influential in Finance) and member of the Cercle of Private Banking.