

Emilie DEBLED

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French – EDHEC Business School Graduate

*An impact driven professional
with more than 20 years of experience,
10 years in Strategic Marketing
and 11 years in International Impact finance*



PROFESSIONAL WORK EXPERIENCE

Sept 2022 – Oct 2023

(1 year)

CEO- Chief Executive Officer

SIDI (Solidarité Internationale pour l'Investissement et le Développement) – Social Finance in the Global South – Founded in 1983 - € 45m AUM – 120 investees in Africa, MENA and LATAM

- . Designed SIDI's new strategic plan 2023-2026
- . Managed a team of 35 staff based in France, Togo and Uganda

2012-2022

(10 years)

Member of I&P Executive Committee

Investisseurs & Partenaires -I&P – Impact investing in Africa- €450m AUM- 250 investees

September 2019- August 2022: Executive Director- Strategic Developments and Partnerships

- . Oversaw communications, strategic partnerships, and business development for I&P group between 2012 and 2022. (Assets growth from 40 to 450m €, team growth from 12 to 120 staff, investees growth from 30 to 300).
- . Led the new blended finance initiative " I&P Education to Employment- IP2E" between 2018 and 2022, designed to improve African youth's employability and reduce the skills gap in Africa. Funded by Mastercard Foundation and the European Commission for 12m €.
- . Opened and managed I&P's US Office and relations with US/Canada based investors and donors. Based in Washington DC from sept. 2019 to July 2021.

June 2015 – August 2019: Public Relations and Business Development Director

- . Head of Business Development and strategic partnerships
- . Leading fundraising for all I&P Pan African funds, inc. I&P Afrique Entrepreneurs 2 (92m€)
- . Overseeing communication strategy including brand management, press relations, events, advocacy

May 2012-May 2015: Communications and External Affairs Manager

- Creation and management of I&P brand strategy
- Head of Communications and Advocacy: PR, events, web strategy...
- Representation in professional networks: GIIN, ANDE, EVPA, EMPEA, France Invest...

Sept. 2011-April 2015

(4 years)

Part time Teacher on brand and communication strategy

Ecole de la Communication de la Sorbonne- CELSA, Paris

Courses on "Brand strategies, communication and visual identity", with key concepts such as :

- "Brand : from design to meaning",
- "Brand, a strategic driver for a company",
- "Brand architectures and brand in M&A",
- " The communication tools of a Brand Manager".

March 2005-April 2012

(7 years)

Senior Account Director in the Corporate communications / Strategic Design Department

W&CIE, Communication & Design Agency, HAVAS Group, Boulogne

- Expertise in brand management and brand strategy for large public and private clients
- Creation and implementation of communications online and offline.

Clients: Crédit Agricole SA (5 years), Sodexo (3 years), Aéroports de Paris (2 years), Amundi Asset Management, Mirova, Générale de Santé, Ministry of Education, BMCE BANK, Moroccan Caisse des Dépôts, BANK OF AFRICA, VEOLIA TRANSDEV, ADDAX PETROLEUM (Sinopec group), etc.

Oct. 2002-March 2005

(2 ½ years)

Consultant / Project Manager -Corporate Brand Division

Carré Noir, Strategic Design agency, Publicis Group, Paris

Managing brand identity projects and their implementation on a diversified panel of clients for Lafarge, Dassault Systèmes, le Conseil Supérieur du Notariat and SFR.

VOLUNTEERING EXPERIENCE

- Since December 2023** **Coach for impact-oriented start-ups**
Edhec Entrepreneurs – start-ups incubator based at STATION F
Provides advice during office hours on how to build a strong, impactful and attractive brand
- Since October 2023** **Member**
FAIR – Social and impact first finance advocacy place
Member of the steering committee for the strategic plan 2024-2026

PUBLICATIONS

- November 2018** [***There's no impact, but only proof of impact***](#), with Elodie Nocquet, Clémence Bourrin, Jean-Michel Severino,
Making Finance Work for Africa
- October 2012** [***Africa's big boom***](#), with Jean-Michel Severino, Project Syndicate

EDUCATION

- 1999-2002** **Master of Science in Marketing and Communication - EDHEC Business School, Lille**
- 1997-1999** **Classes Préparatoires - Lycée Marcelin Berthelot, Saint-Maur (94)**
- 1997** **Baccalauréat, Economic and Social Major, with honors**
- Fluent in French, English. Basic knowledge in German, Spanish and Chinese.*