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## H2O AM takes its evolution one step further with the launch of its Communications & Marketing department and the appointment of a new spokesman of the investment team

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Following the nomination of Babak Abrar as Chief Sales and Marketing Officer last August and the creation of a department dedicated to investor relations, H2O Asset Management demonstrates once again its commitment to evolve as an organization in order to better meet the needs and expectations of its clients and partners.

Accordingly, the company announces today the appointment of a new spokesman of the investment team, **Matthieu Genessay**, Deputy Head of Sales and Marketing and Head of Client Portfolio Management. Matthieu will take up his duties of a spokesman from March 1<sup>st</sup>, 2022. H2O AM is also pleased to announce the creation of a Communications & Marketing department led by **Mélodie Blondel**, who was appointed as the Head of Communications & Marketing in October 2021. This new department will be further strengthened by **Eléonore Tenaille**, who joins the team as Communications & Marketing Officer.

After more than 10 years with H2O AM's Client Portfolio Management team, Matthieu Genessay is now naturally entrusted with the responsibility of spokesperson to explain H2O's strategy and promote the vision and choices of the management team to H2O's partners and clients. As part of his new role, Matthieu will join the Executive Committee of H2O AM LLP. He functionally reports to Babak Abrar.

Matthieu Genessay's appointment illustrates H2O AM's determination to continuously strengthen the educational efforts and transparency of its investment strategy. Likewise, the launch of H2O AM's Communications & Marketing department seeks to structure the company's relationships with all the players in its ecosystem.

With 15 years of experience in Communications & Marketing at Natixis IM and the Primonial Group, Mélodie Blondel's mission consists of ensuring the company's influence in all the countries where it is located, in supporting its development strategy across its various objectives, and in offering clients, through new tools, better visibility of H2O AM's expertise. Mélodie functionally reports to Babak Abrar.

Eléonore Tenaille joins the Communications & Marketing team after more than 6 years at Natixis IM, where she held the position of Marketing & Communications Officer in Hong Kong. Eléonore functionally reports to Mélodie Blondel.

**Babak Abrar, Chief Sales & Marketing Officer:** *"I am delighted to announce the appointments of Matthieu, Mélodie and Eléonore. These nominations reflect our commitment and determination to structure our relationships with all our stakeholders. Matthieu's in-depth knowledge of our clients' expectations made him the obvious choice to convey our convictions to our clients and to the journalists who follow us. As for Mélodie, her expertise in understanding the intricacies of Communications and Marketing across different sectors, as well as her extensive network are genuine assets for our development. Eléonore's experience in an international environment is an additional strength for the team. Together, they will raise awareness of our expertise, of our brand and values."*

January 24, 2022, Paris

## BIOGRAPHIES



### **Matthieu Genessay - Deputy Head of Sales & Marketing and Head of Client Portfolio Management**

Matthieu Genessay started his career at NewAlpha Asset Management, a subsidiary of OFI Asset Management specialising in hedge fund incubation. In the marketing department, he covered all alternative strategies before dedicating himself more specifically to client and investor relations. In 2010, he joined Edmond de Rothschild Investment Managers where he specialised in fixed income and credit management as well as alternative multi-management. He joined H2O AM's Client Portfolio Management team in 2011 and became a Partner in 2015.

Matthieu Genessay holds a master's degree from EDHEC Business School.



### **Mélodie Blondel - Communications and Marketing Director**

Mélodie Blondel began her career at Renault as a Visual Identity and Communications Project Manager, then held Communications and Marketing positions in various sectors before joining Natixis IM in 2012 as Communications & Marketing Manager. She joined the Primonial Group in 2015 as Head of External Communications with a team dedicated to Press Relations, Events, Sponsorship and Patronage. She joined H2O AM in 2021 as Head of Communications and Marketing.

Mélodie holds a master's degree in Communications and Marketing from the IAE of Nice Sophia-Antipolis.



### **Eléonore Tenaille - Marketing & Communications Officer**

Prior to joining H2O Asset Management in October 2021, Eléonore Tenaille worked for more than 6 years at Natixis Investment Managers where she notably held the position of Marketing & Communications Officer in Hong Kong for 3 years. She was in charge of developing communication strategies, promoting brand initiatives in line with the company's objectives, and managing strategic Marketing & Communication plans.

Eléonore holds a master's degree in Marketing & Communications from Angers.

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