

Isabelle Cerf

Director of Development, Customer Solutions and Services

A graduate in mathematical and actuarial economics from Paris Panthéon Sorbonne University/ENSAE, Isabelle Cerf built an international career at the AXA Group, notably as Strategy and Development Director (North America and Latin America), Chief Executive Officer (Canada) and, in 2019, Group Distribution and Marketing Director at Axa Partners.

She joined CNP Assurances in 2023 as Director of European Development, where she contributed to the international development of CNP Assurances by launching the development of Affinity Insurance activities and developing the open model in Europe.

She was appointed Director of Development, Customer Solutions and Services in 2024. In this capacity, she manages the Development and Marketing activities and supervises the activities of the European branches and the joint venture with Santander Consumer Finance. She sits on the joint venture's Board of Directors.

She also oversees the services activities, including the Lyfe and Filassistance subsidiaries, and was appointed Chairman of the Board of Directors of Assurance in 2024.

She has been a member of the Open CNP (Corporate Venture) Investment Committee since 2025.