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Alix Poulet nominated as the new CEO of Leetchi.com - the fintech startup success story

Leetchi.com, the leading group gifting and personal fundraising platform in Europe, appoints Alix Poulet as the new CEO. Founder Céline Lazorthes remains as the Chairman of the Leetchi Group Executive Board.

Paris, 4 April 2018: Alix Poulet, who joined Leetchi.com in February 2017 as the Chief Operating Officer, becomes the new CEO of the online money pot service founded by Céline Lazorthes in November 2009. Together with the Paris based team, she'll lead company's development in France and internationally. Her appointment marks a new milestone in the company's history, after its acquisition in September 2015 by a French bank, Crédit Mutuel Arkéa. Founder, Céline Lazorthes, will now chair the Leetchi Group Executive Board as well as keep her CEO title of MANGOPAY, the B2B payment solution that is a part of the Leetchi Group.

Before joining Leetchi.com, Alix Poulet headed e-Citizen, a marketplace for eco-friendly products, which she co-founded in June 2009 with her childhood friend Thomas Lang. She holds a Master's degree in Business Law & Entrepreneurship from HEC, one of France's ivy league universities. In 2005, she embarked on a world tour, visiting twenty countries, from South America through Asia to Eastern Europe. Goal? Deepen her interest in social entrepreneurship by meeting with people from diverse backgrounds, who all share a common desire - to change the world. Following her studies, Alix Poulet joined the HEC incubator to work on her business projects, where she met Céline Lazorthes.

Alix Poulet, Leetchi.com's CEO:

"I have seen Leetchi.com's astonishing evolution from its initial phase, when it was just a business idea, to becoming the European market leader in online money collection. Today, it is with a great pride and joy that I accept the nomination as the CEO. It is an exhilarating experience to be leading this company through the next stage of development and new challenges, especially around the technical and regulatory constraints currently present in the fintech sector. I truly admire Celine, who successfully overcame all the challenges of the entrepreneurial journey. She managed to surround herself with passionate and competent people, who together define the company's DNA, built on the idea of 'givingy' which is now shared by over 10 million service users."

Céline Lazorthes, Founder & Chairman of the Leetchi Group Executive Board:

"Alix joined us a year ago as the COO and it is with a great ease that I hand Leetchi.com over to her, and entrust her with its future. Her entrepreneurial experience, international profile as well as knowledge of social entrepreneurship are great assets to support Leetchi.com in the new stage of growth and development. Having known and worked with Alix, it was only natural that she now takes on the role of CEO. I am confident that her appointment will only further strengthen the company!"

-ENDS-

Notes to editors:

About Leetchi.com:

[Leetchi.com](https://leetchi.com) is the leading European group payment and personal fundraising platform. It proposes a fast, easy and secure way for people to raise and collect money online via personalised money pots. From supporting good causes, to financing personal and community projects, to organising group gifts and events, Leetchi.com helps bring ideas to life!

Today, Leetchi.com has more than 10 million users in 150 countries.

Assets: [Alix's photo](#)