



Anne Laimé

Head of the Smart Conso CA & LCL Business Unit

Anne Laimé is Head of the Smart Conso Crédit Agricole & LCL Business Unit at Crédit Agricole Personal Finance & Mobility, member of the Executive Committee and member of the Board of Directors of CA Auto Bank.

Laimé began her career at Disneyland Paris in 1990, where she contributed to the creation of the company in Marne La Vallée, the launch of Food & Beverage operations, Human Resource functions and the development of tourism partnerships.

In 1999, she joined Crédit Agricole de Gironde as Head of the Marketing Department, before taking on the role of Head of Operational Marketing and Communication at Caisse régionale d'Aquitaine, when it was established in 2001. In 2006, she became Head of Organization of the Caisse régionale teams, before moving on to head the IT migration to the Information System shared by all the regional Caisses.

In 2014 she joined the Fédération Nationale du Crédit Agricole for strategic Group projects, and in 2015 moved to CA Consumer Finance France as Head of Banking Partner Development.

In 2021, she created the Smart Conso Crédit Agricole & LCL Business Unit within Crédit Agricole Personal Finance & Mobility (formerly known as Crédit Agricole Consumer Finance), in charge of leading, managing and animating the development of the Consumer Credit activities of the Crédit Agricole Group's banking entities in France.

Anne Laimé graduated from the Ecole Supérieure de Commerce of Compiègne
