

LBP AM Group appoints Marguerite de Lajugie as Head of Product Marketing

Paris, 2 December 2025 | Marguerite de Lajugie has been appointed Head of Product Marketing¹, at LBP AM Group, reporting to Anne-Laure Gelot, Director of Marketing, Communications and CSR at LBP AM Group.

Marguerite de Lajugie has over 10 years' experience in the asset management industry and in listed and unlisted product marketing. Her role will be to design and implement the product marketing strategy for all of LFDE and LBP AM's listed and unlisted strategies. Drawing on the expertise of the group's teams, she will orchestrate initiatives covering the various product ranges in order to meet the needs of clients: institutional investors and distribution networks in France and Europe, as well as LFDE's private banking clients. Marguerite will thus play a key role in promoting the offering, strengthening the group's presence and reputation in its markets.

Anne-Laure Gelot, Head of Marketing, Communications and CSR at LBP AM, said: "We are delighted to welcome Marguerite, whose expertise and know-how acquired with key players in our industry will be a real asset to our development in Europe in terms of product offerings and geographies."

Marguerite de Lajugie, Head of Product Marketing at LBP AM Group, adds: "Joining LBP AM Group at a time when LBP AM and LFDE are experiencing exciting growth in terms of both product range and international development is a new challenge that I am eager to take on with a close-knit and experienced team."

About Marguerite de Lajugie

Marguerite de Lajugie began her career in 2013 as a Marketing Manager at CPR Asset Management. In 2016, she joined J.P. Morgan Asset Management as a Marketing Associate, then Mirova in 2020 as Senior Product Manager for listed SRI assets. In 2022, she joined Tikehau Capital as a Marketing Specialist before being appointed Deputy Director of Brand and Strategic Marketing in 2024. With a Master's degree in History, a Master's degree in Communication Management from CELSA and an Executive Master's degree in Asset Management from Paris Dauphine University, Marguerite de Lajugie joined the LBP AM group in September 2025 as Head of Product Marketing.

About LBP AM (www.lbpam.com)

Owned 75% by La Banque Postale and 25% by Aegon Asset Management, LBP AM is a key multi-specialist player in sustainable finance, solutions and conviction-based management through its subsidiary La Financière de l'Échiquier (LFDE). LBP AM has four investment divisions: LBP AM European Private Markets, Multi-Assets & Rates and Credit Specialties, Quantitative Solutions and Conviction Management with its subsidiary La Financière de l'Échiquier. Serving all types of clients (institutional investors, distributors, private clients), the LBP AM group capitalises on its expertise and that of its subsidiary LFDE to offer a wide range of open-ended funds, as well as its know-how in dedicated solutions and mandates on listed and unlisted assets. As at 30 June 2025, the LBP AM group's consolidated assets under management or distribution amounted to nearly €75 billion.

Press contacts

¹ Appointment effective as of 8 September 2025

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