



NICOLAS POMPIGNE-MOIGNARD



FOUNDER, CHAIRMAN AND 100% OWNER
APO GROUP

Franco-Gabonese self-made entrepreneur Nicolas Pompigne-Mognard is the Founder, chairman and 100% owner of APO Group. Nicolas created APO Group on his own in 2007 while he was a journalist for online Gabonese media Gabonews and Deputy-President of the Panafrican Press Organization in France (APPA - Association de la Presse Panafricaine).

Having invested all his €10.000 of savings in 2007, Nicolas is the sole owner of a leading media relations consultancy firm working with more than 300 clients, ranging from governments to international institutions, prominent personalities and companies active in Africa and the Middle East.

Clients include companies like Facebook, Uber, Marriott, Hilton, GE, Orange, DHL, Philips, the NBA, Standard Chartered Bank, Siemens, Canon, PwC, EY, McKinsey & Company, AccorHotels, flydubai, DP World, just to name a few. While APO Group's Advisory division also serve clients like Aliko Dangote, the International Criminal Court and many more.

APO Group's strategic partners include Bloomberg, Thomson Reuters, CNBC Africa and Africanews, a subsidiary of Euronews.

APO Group is the strategic partner of Getty Images in Africa and the Middle East.

APO Group is also the Main Official Sponsor of World Rugby's African association, Rugby Africa.

In December 2018, Nicolas stepped down as CEO of APO Group and appointed Lionel Reina as CEO. Lionel Reina is the former CEO for Africa, the Middle East and Eastern Europe at Orange Business Services, the B2B division of French Telecom giant Orange. Reina has also served as Chairman of the Board of Orange Business Saudi Arabia, and Middle East Director in the Gulf region for Accenture.

During his time as CEO at APO Group, Nicolas has been growing the company as well as serving and advising hundreds of multinational companies investing and doing business in Africa. As Chairman, he is focusing on delivering high-level counsel for the company's clients and developing his investment fund dedicated to Africa.

Nicolas Pompigne-Mognard is a member of the Advisory Board of the Africa Hotel Investment Forum (AHIF), the premier hotel investment conference in Africa. He is also member of the Advisor Board of the EurAfrican Forum, an action-oriented platform that aims to foster stronger collaboration between Europe and Africa.

Nicolas successively served as Deputy-Director of the French regional daily newspaper Le Petit Journal, Director of FNSEA farmer's Union in Tarn-et-Garonne (France), parliamentary assistant at the French parliament (Assemblée (France)), correspondent in Europe of Gabonese press agency, Gabonews, and Deputy-President of the Panafrican Press Association in France (APPA), before he created APO Group in October 2007.

Pompigne-Mognard studied law at the Université de Lille (France). He is married with three children and lives in Lisbon, Portugal.

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