



## **NICOLAS POMPIGNE-MOIGNARD**

**FOUNDER, CHAIRMAN AND OWNER  
APO GROUP**

Franco-Gabonese self-made entrepreneur Nicolas Pompigne-Mognard is the founder, chairman and owner of APO Group. He was a European correspondent for Gabonese digital media site Gabonews and Deputy President of the Pan-African Press Organization in France (APPA, Association de la Presse Panafricaine) when the frustration of trying to locate accurate Africa-related public relations and press release information inspired him to create a solution.

In 2007, Pompigne-Mognard founded APO Group with €10,000 in start-up capital (his savings) to provide international and African media reliable access to news about the continent's economy, businesses, and investment. From his living room, he built APO Group into a trusted global enterprise headquartered in Lausanne with offices in Senegal, Dubai, and Hong Kong.

Today APO Group, which Pompigne-Mognard still owns, is the leading pan-African communications and business consultancy, providing turnkey solutions to more than 300 organisations as they communicate compelling stories and help change the narrative about Africa into a more positive one.

Clients range from governments to international institutions, prominent personalities and companies active in Africa and the Middle East, including: Facebook, Uber, Marriott, Hilton, GE, Orange, DHL, Philips, the NBA, Standard Chartered Bank, Siemens, Dangote Group, Canon, PwC, EY, McKinsey & Company and AccorHotels.

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, Pompigne-Mognard stepped down as CEO of APO Group and appointed Lionel Reina as CEO. 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. He has also served as Chairman of the Board of Orange Business Saudi Arabia, and Middle East Director in the Gulf region for Accenture.

Pompigne-Mognard grew APO Group during his tenure as CEO by serving and advising hundreds of multinational companies investing and doing business in Africa. Now, as Chairman, his focus is on delivering high-level counsel for the company's clients and developing his investment fund dedicated to Africa.

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.

In 2019, he was a speaker at the Bloomberg Africa Business Media Innovators forum and Africa Women Innovation and Entrepreneurship Forum (AWIEF), and in 2020 will serve as a moderator at the Africa Hotel Investment Forums (AHIF and FIHA).

Several international news outlets featured Pompigne-Mognard's success story, including CNN (<http://bit.ly/NicolasOnCNN>), *Forbes* (<http://bit.ly/2IBNzXM>), *Forbes Africa* (<http://bit.ly/38DoXJ3>), and CNBC Africa (<http://bit.ly/2TEN7yy>).

Pompigne-Mognard previously served as a parliamentary assistant in France (Assemblée Nationale), Director of FNSEA farmer's union in Tarn-et-Garonne (France) and as Deputy-Director of the French regional daily newspaper *Le Petit Journal*.

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

---

Contact:

**Elza Novais**

Executive Assistant

[elza.novais@apo-opa.com](mailto:elza.novais@apo-opa.com)

[WWW.APO-OPA.COM](http://WWW.APO-OPA.COM)